



Business Development Manager:

A Fantastic opportunity has arisen at Port Vale Football Club (PVFC) for a Business Development Manager to join our dynamic commercial team based in Stoke-on-Trent.

Reporting to the Head of Commercial, you will be responsible for actively promoting Port Vale Football Club both locally to businesses and to the international fanbase. You will be responsible for maximising the opportunities for match day business at PVFC, while working in collaboration with the club's commercial team to identify, prospect and acquire new advertising and sponsorship agreements.

Role Responsibilities Will Include:

- Develop and execute a strategic sales plan which will generate to maximise revenue and margin in accordance with the commercial goals of the business.
- Clearly define target markets and measurable business development activities to increase sales, build and enhance long term client relationships, attract new customers, and ensure high levels of repeat business are achieved.
- Maintain sales procedures which provide timely and accurate sales reporting, including sales forecasts and sales pipelines. Be able to clearly demonstrate event sales through event P&L's, driving costs down and maximising profit margins.
- Assisting the head of commercial in creating new partnership opportunities for the club and utilise revenue streams through effective client servicing.
- Effectively communicating with other departments to ensure that cleaning and maintenance is booked in around matches and events.
- Working closely with the club's ticketing provider and ensuring the system offers a seamless experience for users, both internally (staff) and externally (fans)
- Having budget responsibility for delivering revenues that meet and exceed budgets.
- Be able to deliver the club's advertising and sponsorship sales budget, ensuring the stadium and training ground advertising and matchday sponsorship.

A successful applicant will have:

- Be required to work home matchdays to help deliver the matchday experience for hospitality guests and matchday sponsors.
- Experience of engaging, presenting and influencing at senior levels.
- A willingness and ability to work flexibly and independently in a friendly, fast-paced, and dynamic environment.
- Excellent people and communication skills to create strong working relationships both internally and externally while also having effective organisation skills.

To apply for this position please send a CV and Covering letter to recruitment@port-vale.co.uk