



## **Commercial Manager - Job Description**

**Job Title:** Commercial Manager

**Reports to:** General Manager

**Line Management:** Marketing & Sales Officer and Media & Comms Officer

**Location:** Doncaster Knights Rugby Club, Castle Park, DN2 5QB

**Contract:** Full-time, 40 hours per week

**Salary:** upto £40k per annum, DOE

### **Purpose of the Role**

The Commercial Manager will play a pivotal role in driving the off-field success of Doncaster Knights. This individual will be responsible for delivering and growing the club's commercial revenues across partnerships, sponsorships, hospitality, ticketing, and retail. They will develop and execute strategies to strengthen existing relationships, secure new business, enhance the matchday experience, and maximise income to support the club's long-term ambitions.

### **Key Responsibilities**

#### **Partnerships & Sponsorships**

- Lead on the development, management, and renewal of commercial partnerships and sponsorship agreements.
- Identify and secure new sponsors and partners aligned with the club's values and growth objectives.
- Deliver contractual obligations and activation for all partners to ensure maximum value and retention.
- Maintain strong working relationships with all commercial stakeholders.

#### **Hospitality**

- Oversee the hospitality strategy for matchdays, ensuring a premium experience for guests.
- Work closely with the events and catering team to ensure an excellent delivery of matchday hospitality.
- Develop creative packages to attract new corporate and individual clients.

#### **Ticketing Strategy**

- Lead the ticketing strategy to grow attendances and revenue across all fixtures.
- Work with marketing and media to deliver campaigns that maximise matchday ticket sales and season ticket uptake.

- Monitor performance, fan feedback, and sales data to adapt strategies and improve customer experience.

### **Retail**

- Manage and grow the club's retail operations, including physical and online sales.
- Ensure stock management, product development, and merchandising align with supporter demand.
- Work with suppliers to deliver quality products that reflect the Knights' brand.

### **General Duties**

- Develop annual commercial budgets and monitor performance against targets.
- Produce reports and insights for senior management and the board.
- Represent Doncaster Knights at external functions, networking events, and within the rugby community.
- Support the wider business operations of the club as required.

### **Skills & Experience**

- Proven track record in a commercial role within sport, events, or related industries.
- Strong business development and relationship management skills.
- Experience in utilising social media and in particular, LinkedIn to grow our audience and using your personal LinkedIn to showcase offer and engage with potential new business.
- Experience in using a CRM system to manage client database
- Experience in sponsorship sales, hospitality, ticketing, and/or retail.
- Excellent communication, negotiation, and presentation abilities.
- Strong organisational skills with the ability to manage multiple projects.
- Passion for sport and understanding of rugby union (desirable).

### **Personal Attributes**

- Driven, ambitious, and commercially focused.
- Confident, proactive, and able to work both independently and as part of a team.
- Customer-focused with a commitment to delivering high-quality experiences.
- Flexible and willing to work evenings and weekends as required by the Knights Matchday calendar.

**And Finally ...** The list of duties in this job description is not exhaustive and is intended to outline the main activities of the post holder. Duties and responsibilities may be subject to change taking into account the development needs and following full discussion with the post holder.

### **How to Apply**

To apply for the role of Commercial Manager, please send a copy of your CV and Cover Letter via email to [recruitment@castle-park.co.uk](mailto:recruitment@castle-park.co.uk)