



Head of Commercial Partnerships

DERBYSHIRE COUNTY CRICKET CLUB

We have a fantastic opportunity for a successful senior commercial professional with a proven track record to lead the growth our commercial revenue through cricket related sponsorship, advertising and hospitality sales at Derbyshire County Cricket Club.

This Head of Commercial Partnerships role will be a hands-on sales role driving the acquisition, activation, management, and sustainability of the Club's corporate partnerships.

These long-term relationships with the local business community, as well as national companies, are essential to the club's financial success and future sustainability and growth.

This role requires extensive community/business outreach as well as internal team leadership and motivation.

Main Duties & Responsibilities:

- Sales Strategy and Planning: Develop and Implement a corporate partnership sales strategy to meet DCCC business objectives and revenue targets.
- Partnership Acquisition: Prospect and engage with potential corporate partners, brands, and businesses to build a pipeline of opportunities. Lead acquisition

negotiations securing mutually beneficial agreements and sponsorship packages, customising each to partner's objectives and marketing goals.

- Sponsorship Package Development: Collaborate with Marketing and Events team to create compelling and innovative sponsorship packages, ensuring attractive engagement opportunities for partners whilst aligning with DCCC's brand image and values.
- Budget Management: Coordinate with Finance Department to set and manage budgets related to corporate partnerships and sponsorship initiatives.
- Relationship Management: Work with the commercial team to nurture and maintain relationships with existing partners to ensure satisfaction and maximise renewals. Communicate regularly with partners to understand evolving needs and meet new objectives.
- Activation and Integration: Work with Marketing team to integrate sponsors into varied touchpoints including match day experiences, digital platforms, social media, and community outreach initiatives. Monitor continually to ensure partners receive agreed-upon benefits.
- Performance Tracking and Reporting: Help develop Key Performance Indicators (KPI) to measure success of partnerships and sales efforts.
- Industry Awareness and Networking: Keep up-to-date on industry trends, best practices, and emerging technologies in sports sponsorship and partnership sales. Represent DCCC at industry events, conferences, and networking opportunities as requested.
- Team Leadership: Lead, mentor, and motivate the Commercial Sponsorship and Business Development team to achieve individual and collective goals. Develop team members through coaching, training, and performance evaluations.
- Legal and Compliance: Ensure all corporate partnership agreements and contracts are in compliance with relevant laws, regulations, and ethical standards.
- Event Management: organise, coordinate, and execute periodic high-quality partnership events to foster strong relationships with current partners and the local business community.
- Perform additional duties and assist with special projects as needed.

Skills, Knowledge & Qualifications:

- Excellent communication skills with proven ability to grow commercial revenue streams.
- Confident and able to develop successful relationships with external parties;
- Good commercial awareness with an eye for detail;
- Pro-active attitude with a positive and friendly approach to stakeholders;
- Personal integrity.

What we can offer you:

- A salary appropriate for the role plus bonus and commission structure
- 25 days paid holiday plus bank holidays
- Free on-site parking
- 2 free tickets to every Derbyshire CCC home match
- Employee Assistance Programme
- 25-40% discount with Samurai on-line purchases

To apply please send your up-to-date CV with a covering letter detailing your suitability for the role to Viv Sheppard, HR and Wellbeing Manager at Derbyshire County Cricket Club via jobs@derbyshireccc.com.

The closing date for this role is 15th November 2024 with interviews expected to take place during the last two weeks of November.

Derbyshire County Cricket Club is committed to safeguarding and protecting the children and young people that we work with. As such, many posts are subject to a safer recruitment process, including ECB DBS clearance which is mandatory before taking up certain roles. We ensure that we have a range of policies and procedures in place promoting safeguarding and safer working practice across our services.

Derbyshire County Cricket Club will ensure that all existing and potential employees receive equal consideration and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, religion and age. It is the intention of Derbyshire County Cricket Club that its workforce, at all levels, should reflect the composition of the City's population. To achieve this Derbyshire County Cricket Club will take active and positive steps to eliminate discrimination, reduce the effects of past discrimination and to promote equality in employment.