



NORTHAMPTON TOWN F.C.

COMMUNITY 

Job Role: Business Development Manager	Salary: £26,000 – £31,000 + sales commission	Hours: 37.5 hours per week
Place of work: Community Office, Sixfields Stadium, NN5 5QA	Reports to: Operations Manager	Contract Type: Permanent
Job Purpose: <ol style="list-style-type: none"> 1. To pro-actively increase the revenue of the trust's schools programme. 2. Achieve set targets for new business and retained business sponsorship and CSR for both NTFC Community Trust and NTFC Women. 3. Identify, develop and close other business opportunities to increase revenue to support the work of the community trust. 		
Duties and responsibilities:		
<ul style="list-style-type: none"> • To be pro-active in identifying new revenue opportunities that grow and enhance the community trust provision. 		
<ul style="list-style-type: none"> • Identify and close new business opportunities with schools and businesses to meet agreed growth targets. 		
<ul style="list-style-type: none"> • Generate new leads from across Northamptonshire. (This will include cold calling) 		
<ul style="list-style-type: none"> • Schedule and meet with business and school 'decision makers' across Northamptonshire to secure new work. 		
<ul style="list-style-type: none"> • Develop, maintain and manage strong relationships with key individuals, businesses, schools, academy trusts, charities and local authorities who can support the growth of the Community Trust. 		
<ul style="list-style-type: none"> • Work alongside the department leads to identify and grow further revenue generating opportunities. 		
<ul style="list-style-type: none"> • Represent NTFC CT at events, conferences and networking opportunities to raise awareness and attract new partners. 		
<ul style="list-style-type: none"> • Monitor and report on sales performance, providing regular updates to the senior management team. 		
<ul style="list-style-type: none"> • Use a range of communication skills to engage with businesses and schools including phone calls, email, linked in and social media. 		
<ul style="list-style-type: none"> • Support with the ongoing roll out of fundraising programmes signing up local businesses to take part. 		



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<ul style="list-style-type: none"> Support with the ongoing roll out of free NHS Health Checks, promoting and signing up businesses and schools to access.
<ul style="list-style-type: none"> Maximise income generation opportunities for the NTFC CT community mini pitch at the stadium.
<ul style="list-style-type: none"> Compliance: Ensure relevant due diligence is in place with all external collaboration
<ul style="list-style-type: none"> Work closely with the football club's commercial team to develop and execute partnership activation ideas.
<ul style="list-style-type: none"> To perform other duties as reasonably assigned or under the authority of the senior management team.
<ul style="list-style-type: none"> To proactively promote NTFC Community Trust and NTFC within the community

Person Specification Description

Qualifications	Essential	Nice to have
Full UK driving license	✓	
Knowledge and Experience	Essential	Nice to have
Proven background and experience in a pro-active sales role	✓	
A proven track record of achieving sales targets	✓	
Experience in B2B sales		✓
Experience of selling into Schools or Multi Academy Trusts		✓
Experience in writing funding bids and/or fundraising		✓
Local knowledge and links to education and/or businesses in Northamptonshire.		✓
An understanding of the schools funding landscape		✓
Equality and Diversity	Essential	Nice to have
Ability to work in a non-discriminatory and inclusive manner in accordance with the Northampton Town FC Community Trust equality and diversity policy	✓	
Challenge behaviours and processes which do not positively advance the diversity agenda whilst being prepared to accept feedback about own behaviour.	✓	
Understand how valuing diversity can improve our ability to deliver better services and reduce disadvantage.	✓	



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Skills and Competencies	Essential	Nice to have
Ability to build relationships and strong rapports	✓	
Strong team and work ethic – working collaboratively with others and ensures maximum participation within teams and across the charity as well as key partners to support and drive achievement of the Community Trust	✓	
Excellent questioning and listening skills	✓	
Excellent problem-solving skills	✓	
Self-motivated and target focused	✓	
The ability to research, plan and execute a qualified sales prospect pipeline.	✓	
Persuasively communicates with others in an open, clear, concise and purposeful way to build effective relationships and gain support and 'buy in' for ideas	✓	
Excellent time management skills	✓	
Excellent communication skills including written, telephone and interpersonal skills.	✓	
Seeks out opportunities to develop and improve self and others for the benefit of the Community Trust	✓	
Competent with the use of IT and IT based systems.	✓	

Northampton Town FC Community Trust are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

If you don't meet all of the essential requirements but feel you have other relevant experience you can bring to the role, we'd still love to hear from you.

Job description last reviewed:	11 th July 2024
Reviewed by:	Phillip Smith (CEO, NTFC CT)