



Sport Works Ltd

JOB DESCRIPTION

Job Description

Post Title:	Commercial Director
Responsible to:	Group Director
Hours:	Full time
Salary:	£50,000 to £55,000 plus commission
Location:	London
Package:	Pension, laptop, phone, car allowance

Our Mission: About Sport Works

It is an exciting time to join Sport Works, one of the fastest growing organisations in the UK sport/education sectors as we continue to identify new markets and partners.

Currently operating from ten sites, we use sport as the engagement tool to enhance the lives of people and communities throughout the country. Our award winning programmes improve both health and educational standards whilst supporting people into employment.

Why the Role Exists

The Commercial Director is tasked with delivering our three-year growth plan which will result in Sport Works becoming the market leader of training/education within the sport/leisure sectors. We're looking for a 'go-getter' who can make things happen!

The post holder will oversee and enhance the commercial performance of the business working across six sites primarily by leading the development of new, innovative programmes. This will result in a 300% increase in revenue by 2021.

The Commercial Director will also be responsible for the recruitment, training and performance of a national team as part of an expanding UK presence. With budget responsibility, the Commercial Director is tasked with ensuring our work positively impacts over 8000 learners per year.

Outcomes:

The Commercial Director will:

- Increase sales revenue by 300% by 1st April 2022
- Increase sales revenue across four virgin territories to £500,000 by 1st April 2021
- Oversee the initial set up and launch of contracts / projects within regional territories
- Successfully recruit and manage a national team with robust financial targets
- Drive marketing and public relations to successfully position Sport Works as the 'go-to' sport-based training provider in the UK
- Secure new private sector revenue via sponsorship and/or commercial partnerships
- Oversee the learner acquisition strategy resulting in over 8000 learners successfully engaging in projects each year by January 2020
- Manage and develop relationships with key national and regional clients and stakeholders, including Department for Education, Ministry of Justice, Sport England
- Assist with the refinement of the commercial strategy in line with company growth plans

Competencies: The following provides an overview of the technical and personal skills required:

Area	Technical Skill / Requirement	Competency
Knowledge / Training / Qualifications	<p>Comprehensive sales management ability with experience of securing public sector contracts of £100k+ within an aligned sector/market</p> <p>Comprehensive understanding of financial / budget management (£1m+) with experience of meeting commercial targets within an aligned sector/market</p> <p>Detailed knowledge of public sector funding requirements within the Sport, Health, Skills, Training and/or Education sectors (e.g. DCMS, ESFA, ESF), Criminal Justice and/or health sectors</p> <p>Understanding of the commercial challenges within the Skills/Training/Education sector presented by Brexit and an ability to develop innovative risk mitigation strategies</p>	<p>Sales & marketing- can manage a two-stage sales process both nationally and across multiple regional sites</p> <p>Able to develop new client relationships as well as nurture existing contracts with Government / national contract holders</p> <p>Able to develop and market innovative projects within the sport, health and/or education sectors</p> <p>Can attract, inspire and manage a team of ambitious sales professionals</p> <p>Experienced in financial management including meeting robust performance targets</p> <p>Able to produce detailed reports which track sales, marketing and financial performance on a weekly, monthly, quarterly and annual basis</p> <p>Maintain effective networks with all key clients, stakeholders, supporters and influencers, developing programmes as appropriate and identifying potential business opportunities</p> <p>Ensure that the organisation has the resources to operate as effectively as possible through developing a programme to bring in new revenue from both public bodies and the private sector.</p>
Relevant Experience	<p>A minimum of seven years' experience within a senior management level (commercial) role in an aligned sector.</p>	<p>Excellent planning and organisational skills with experience of successfully managing a multi-tier sales process.</p>

	<p>Proven track record of meeting and exceeding revenue and profitability targets within an aligned sector</p> <p>Proven ability of securing new commercial contracts following public sector procurement systems</p> <p>Experience of building national sales teams and systems securing £1m+ of new business within an aligned sector.</p>	<p>Excellent communication and interpersonal skills with the ability to lead sales presentations and report monthly to the Board of Directors</p> <p>Ability to inspire, motivate and influence national decision makers within an aligned sector</p> <p>Recent experience of managing and supporting dispersed peripatetic staff team to meet performance standards and deliver high quality provision.</p>
<p>Additional Requirements</p>	<p>Ability to work efficiently on own initiative, under pressure and maintain a high standard of work.</p> <p>A flexible attitude to working, willing to work evenings and weekends.</p> <p>Willing to travel frequently on a national basis.</p> <p>Commitment to continuous professional development and willingness to undertake training where necessary.</p> <p>Ability to travel independently.</p> <p>Confident with a high degree of intrinsic motivation.</p> <p>Commitment to equal opportunities, safeguarding and protection of children/vulnerable individuals.</p> <p>Enhanced DBS Disclosure</p>	<p>A natural born leader with a passion for people; ability to motivate a team to get the very best out of them.</p> <p>Oversee all marketing and communication to ensure high levels of exposure whilst positioning the business as the leading sports training company in the UK.</p> <p>Hard working- a 'starter/finisher approach to work'.</p> <p>High standards- not satisfied unless the service is 'outstanding'.</p> <p>Honesty- can be trusted to deliver high standards in an ethical and compliant way.</p> <p>Efficiency- can work effectively within tight deadlines.</p> <p>Health and social oriented - motivated to improve both physical and mental health of clients, learners and themselves and contribute to a more prosperous society.</p> <p>Demonstrable commitment to Sport Works' core values.</p>

To apply please initially telephone Sport Works' messaging system (0191 5800 120) and leave the following information:

- Name
- Telephone number
- Brief summary of why you are interested in the role

One of our team will subsequently make contact and provide further details regarding the application process.

Deadline for telephone application: Friday 5th April at 17.00

Sport Works is committed to equal employment opportunity for all employees and applicants without regard to age, colour, creed, disability status, gender, national origin, race, religion, sexual orientation or any other legally protected status.

No agencies please.