

JOB DESCRIPTION: Commercial Manager

Department	Commercial
Location	Motorsport UK House, Colnbrook
Hours of Work	Full time, 9AM – 5:30PM, with flexibility required
Manager	Commercial Director
Grade	F
Direct Reports	None

Background

Do you want to help deliver a bold new vision for UK motorsport?

An exciting opportunity has arisen for a Commercial Manager to join the national governing body, Motorsport UK. Motorsport UK represents over 45,000 competitors and volunteers and over 720 clubs at the heart of motorsport. Now, under the leadership of the Chairman David Richards CBE, we are investing in an exciting period of change to drive growth and create a sustainable future for motorsport in the UK.

Role Purpose

Your primary remit is to support in securing third-party partnership revenues across a range of marketing assets and rights.

Motorsport UK has a range of rights across a range of wholly-owned properties;

- Wales Rally GB, the UK round of the World Rally Championship
- British Rally Championship, the premier domestic UK rally series
- British Kart Championship, the pinnacle of grassroots motorsport in the UK
- Corporate Partnerships, leveraging a range of marketing assets across Motorsport UK's 45k members, a further 720 motor clubs with 100,000+ local members and the wider UK motorsport community

Responsibilities

Your typical responsibilities as commercial manager will include:

- Devising and implementing a range of innovative, yet cost-effective, strategies that will drive acquisition and retention of a range of motorsport, automotive and lifestyle brands with Motorsport UK;
 - Researching and understanding the market and environment in which we operate
 - Prospecting and new business development of appropriate partners for our rights
 - Provide intelligence and fact-based arguments for prospective partners
 - Evaluating appropriate values for commercial rights
- You will be required to ensure that we deliver against our activation commitments and manage internal and external expectations appropriately.
- You will manage and report on the weekly sales funnel across all Motorsport UK properties.

- Meeting a range of internal stakeholders to explore prospective opportunities across our portfolio
- Thinking creatively to produce new ideas and concepts with which to target specific prospects
- Building and sending sales emails that capture a prospect's imagination and following up with calls and meetings as required
- Creating presentations that outline partner propositions with a tangible understanding of their objectives and how the application of our rights can help achieve their business goals
- Working with a range of media and keeping up to date with emerging technologies
- Proofreading to produce accurate and high-quality work
- Build and manage a central knowledge repository for partnership intelligence in order to store and catalogue brand intelligence

Person Profile

You will be a self-starter, capable of working autonomously.

You will be highly adept with both PowerPoint and Excel, and conversant with a wide range of project tools from Microsoft suite, Adobe products, Sharepoint, OneDrive Google Drive, Dropbox etc.

We operate in a fast-moving world and you will be expected to keep abreast of the environment, thinking on your feet, and applying yourself accordingly.

You will experience great job-satisfaction delivering high quality work that results in securing significant six-figure third party revenues.

While a qualification in marketing, sales or other relevant degree is useful, greater credibility will be applied to a demonstrable 5+ year track record of success in a similar role.

It is highly likely that the successful candidate will have some experience both of working within an agency and client side with a commercial rightsholder.

A working knowledge of digital, OTT and emerging technologies will be a great asset.

You must have a full, clean driving licence.

Terms

Working hours are typically 37.5 hours a week, however the workload is significant and we require commitment and flexibility in order to achieve our company objectives, usually with some flexibility around start and finish times. You'll likely have to work extra hours when deadlines are approaching, including working into late to get a job finished to everyone's satisfaction.

While the majority of the role is office based, however you will be required to attend external client meetings

Knowledge and Skills

Apart from pragmatic commercial skills, you will need to show:

- an understanding and appreciation of motorsport on many different levels

- a commitment to getting out and about at a number of UK motorsport events (these happen at weekends!)
- passion and enthusiasm for delivering high quality work
- a flexible approach when working as an important part of a team
- excellent communication skills to interpret and negotiate client requirements
- you will have strong and compelling copy-writing skills
- a demonstrable analytical mind with a meticulous attention to detail
- ability to read and interpret commercial contracts
- good presentation skills and the confidence to explain and sell ideas, while overcoming objections
- time management skills and the ability to cope with several projects at a time
- accuracy and attention to detail when finalising work
- being open to feedback and willing to make changes to your work
- effective networking skills to build contacts
- a confident and effective communicator of your ideas
- a thirst for knowledge and commitment to continuous improvement
- a flexible, responsive and can-do attitude