

Job Title: Commercial Manager - Ballymena United Football Club

Reports To: Board of Directors

Location: Ballymena United Football Club, Ballymena Showgrounds
(with Hybrid working)

Contract: Part-time (20 hours/week)

Salary: [Competitive – Dependent on Experience] + Bonus



Role Overview

The Commercial Manager is responsible for developing and executing the club's commercial strategy to maximise revenue, grow partnerships, and enhance the club's reputation in the B2B market.

You will lead commercial sales activities, secure and manage sponsorships and partnerships, optimise match-day and non-match-day income streams, and foster strong relationships with corporate clients, supporters, and local businesses and the networks they operate in. This role is pivotal in driving sustainable commercial growth aligned with the club's goals.

Key Responsibilities

Revenue & Commercial Strategy

Develop and implement a comprehensive commercial plan to grow income from sponsorship, advertising, hospitality, events and other key revenue areas within the football club.

Identify new business opportunities and target markets to increase sales and expand the club's commercial footprint.

Work closely with the Board of Directors to align revenue goals with the club's strategic objectives.

Sponsorship & Partnership Management

Secure new sponsorship and partnership deals, including package pricing, negotiation, contract completion and activation.

Nurture long-term relationships with existing partners, ensuring delivery of contracted benefits and identifying up-sell opportunities.

Collaborate with marketing and media teams to maximise sponsor visibility and engagement.

Matchday & Fan Engagement

Lead commercial activities on matchdays, including hospitality sales, corporate experiences and retail operations where applicable.

Work with operational teams to enhance the commercial value of matchday experiences for sponsors and fans.

Financial & Budget Management

Contribute to setting commercial budgets, monitor performance against targets and report on revenue generation progress.

Provide commercial forecasts to the Board of Directors and recommend strategies to enhance profitability.

Stakeholder Engagement

Build and maintain strong relationships with sponsors, local businesses, community partners and key stakeholders.

Represent the club at industry events, networking functions and community engagements to promote commercial opportunities.

Person Specification / Skills & Experience

Essential Criteria

- Proven experience in commercial sales, sponsorship, business development or partnership roles (sports or related sector preferred).
- Strong negotiation, communication and relationship-building skills.
- Ability to work to targets, prioritise tasks and manage multiple projects.
- Commercially astute with analytical skills to assess market trends and financial performance.
- High level of professionalism, self-motivation and initiative.
- Flexibility to work on all matchdays, evenings and weekends when required.

Desirable Criteria

- Experience within sport, entertainment, media or football club environments.
- Experience of digital marketing, Customer Relationship Management systems and commercial reporting tools.
- Experience using Ai to improve business and personal processes that have led to tangible benefits.
- Degree in Business, Marketing, Sports Management or related field.

Why Join Us

A key commercial leadership role within an ambitious, forward-thinking football club.

Opportunity to shape commercial strategy and directly influence income growth and partner satisfaction.

Work in a dynamic, passionate, and community-centred environment.

Flexible working both in stadium and remotely, that can work around your life and schedule.

About us

Ballymena United Football Club has a commitment to equality, diversity and inclusion is to confront and eliminate discrimination whether by reason of age, sex, gender assignment, sexual orientation, marital status or civil partnership, race, nationality, ethnicity (race), religion, ability or disability, pregnancy or maternity and to encourage equal opportunities

Employees of Ballymena United Football Club must ensure a positive commitment towards equality, diversity and inclusion by treating others fairly and not committing any form of discrimination, victimisation or harassment of any description and to promote working relationships between all internal and external stakeholders.

To apply

Applicants should send an up to date CV to **football@ballymenaunitedfc.com** by **Wednesday 12 August 2026 at 5pm**.