# Commercial Sales Manager

To drive commercial revenue growth by winning, retaining and growing sponsorship and partnership relationships across Scottish Rugby's portfolio. The postholder will deliver the commercial strategy and ensure partners receive outstanding value, achieving agreed financial targets.

## About the role

### Key Responsibilities:

**Commercial strategy and revenue**

- Help deliver the commercial strategy for Scottish Rugby's portfolio of central teams and grassroot programmes, including sponsorship sales and renewals, to achieve agreed financial targets
- Create and manage a pipeline of prospective commercial partners, using current industry and market insight to identify the right opportunities
- Support budget planning and forecasting, accurately capturing revenue opportunities, risks and partner commitments
- Work with external agencies, internal departments and our Pro-Teams to attract investment into Scottish Rugby
- Develop new commercial revenue streams by creating activations, assets, rights and benefits that increase commercial value

**Partnership sales and account management**

- Identify, engage and maintain relationships with prospective partners, building a strong CRM-driven sales pipeline
- Package, negotiate and sell sponsorship and partnership opportunities, producing compelling sales materials and presentations
- Manage partner relationships to maximise retention, renewals and upsell opportunities
- Maintain a clear inventory of commercial rights, assets and benefits, ensuring each is valued, packaged and delivered consistently

**Sponsorship delivery**

- Support the Partnerships team to deliver commercial and contractual rights for sponsors and partners
- Collaborate across departments to ensure outstanding sponsor and partner support and delivery
- Use the matchday experience to win new business and strengthen existing relationships

**Leadership and continuous improvement**

- Agree individual and team objectives with the Head of Commercial, aligned to commercial goals
- Track performance against agreed KPIs (pipeline, conversion rates, renewal value, partner satisfaction and revenue) and report regularly to the Head of Commercial and Chief Customer Officer
- Ensure all commercial activity complies with Scottish Rugby's internal approval processes, brand standards and contractual obligations
- Continuously review and improve processes that increase internal and external efficiency and effectiveness

## Stakeholders

This role works with a wide variety of internal and external stakeholders to ensure collaborative working across all areas:

- Partnerships colleagues
- Marketing colleagues
- Ticketing colleagues
- Legal colleagues
- Pro Team Commercial colleagues
- Prospective and current sponsors and partners

*"Our ambition is that everyone in Scottish Rugby feels a sense of '**belonging**' by being clear on the **purpose** of their role, feeling **valued** as a member of the team, and **connected** to colleagues across all areas of the organisation"*

## Key Skills

### Revenue Generation

- **New Business**: Able to proactively identify, develop and pursue new revenue-generating opportunities, building a strong pipeline across existing and emerging markets.
- **Stakeholder Management:** You have a strength for collaboration which engages internal and external partners. This enables you to create boundaries and manage expectations, enabling projects to work on time and to budget.
- **Sales Technique:** You are able to win people over, you listen to understand their needs and find the benefits of working together. You close deals that bring lasting benefit to all parties.
- **Business Acumen:** You collect, interpret, and draw meaningful insights from data to support informed decision-making. This skill involves identifying trends, spotting anomalies, and translating complex datasets into clear, actionable information.
- **Emotional Intelligence & Interpersonal skills:** You display empathy and self-awareness, which establishes trust and builds confidence to resolve conflict and create a supportive work environment that in turn enhances team performance and business success.

## Knowledge & Experience

- Proven **track record in commercial sales** or partnerships, consistently meeting or **exceeding revenue targets**
- Experience **managing the sales lifecycle**, from prospecting and stakeholder engagement through to negotiation and close
- Ability to build and **maintain commercial relationships**, including with senior stakeholders
- Good **knowledge of sponsorship, sports marketing and/or rights-based commercial models**
- Strong **commercial awareness**, with experience of managing revenue targets and contributing to budgeting and forecasting
- **Excellent communication** and presentation skills, with the ability to develop compelling sales pitches and proposals
- **Collaborative approach**, with experience of working across teams to package and commercialise propositions
- Proficient in CRM systems and confident using data to manage pipeline and performance

## Working Logistics

**Location:** Scottish Gas Murrayfield, Edinburgh / hybrid

**Working pattern:** Full time, with regular weekend and evening working

**Contract type:** Permanent

**Reports to:** Head of Commercial