

Commercial Lead



This role is responsible for delivering the club's commercial, sponsorship, partnership, activation, renewal, and retention strategies, and for maximising the commercial revenues of the club from sponsorships and partnerships, Business Club and hospitality. You will lead and mentor the Commercial team, setting objectives aligned with club goals.

About the role

Key Responsibilities:

Commercial strategy and revenue

- Deliver and manage the club's commercial, sponsorship sales, activations, and renewal strategies ensuring successful execution and achievement of financial targets
- Manage the commercial budget, ensuring income and costs align with established guidelines and parameters
- Develop new commercial revenue streams, including introducing new events and innovative assets, rights and benefits to enhance financial value

Partnership sales and account management

- Identify, engage, and maintain relationships with prospective partners, developing a strong CRM-driven sales pipeline
- Package, negotiate, and sell sponsorship and partnership packages using effective sales materials and presentations
- Ensure exceptional relationship management to maximise retention, renewals, and upselling of partner and sponsor accounts

Sponsorship and hospitality delivery

- Oversee the delivery of commercial and contractual rights for sponsors, partners, Scottish Rugby, URC and EPCR
- Collaborate with other departments to maximise sponsor and partner support and ensure outstanding sponsorship delivery
- Oversee hospitality delivery and the matchday experience in partnership with Scottish Rugby's hospitality partner

Leadership and continuous improvement

- Lead, mentor, and manage the Commercial team, setting individual and team objectives aligned with club goals
- Provide regular updates and reports to the Head of Revenue & Engagement and relevant colleagues
- Continuously review and implement new processes to improve 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:

- Revenue & Engagement team colleagues
- Operations team colleagues
- Scottish Rugby Commercial colleagues
- Portfolio of sponsors and partners
- Scottish Rugby Hospitality

*"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

- **Relationship building:** You connect easily with people and build trust, allowing open and honest two-way feedback that benefits individuals and the business.
- **Influencing and negotiation:** You have the skill to convince and compromise to get agreement and progress smoothly. You have great self-awareness and understanding of others and the ability to find win-win solutions.
- **Business acumen:** You can take a bird's eye-view of how all the moving parts of the organisation fit together – understanding the whole game plan – from player performance to sponsorship deals. This way, making sure that your decision-making benefits all areas for now and in the future.
- **Sales techniques:** 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.

Knowledge & Experience

- Proven track record of **successful sponsorship or media sales, and partnership management**
- Strong **financial target achievement**, meeting and exceeding targets
- Knowledge of sport and event sponsorship, including **latest industry trends**
- Previous experience in selling or managing sponsorships in sport or other events
- Demonstrable experience in **negotiating** successful deals
- Previous experience of **managing budgets**
- Proficient IT skills, including Microsoft Office and CRM systems

Working Logistics

Location: Scottish Gas Murrayfield, Edinburgh / Hybrid

Working pattern: full time, the ability to work flexible hours as this will include working events and home matches

Contract type: Permanent

Reports to: Head of Revenue & Engagement