



## **FC United of Manchester**

### **Club and Business Development Post**

- A new position, with an initial six month temporary contract with the intention to become a full time permanent position
- A position with a probationary period of six weeks

#### **Aim**

To work with FC United's existing staff and board to:

- Build and strengthen club membership and fan base
- Help prepare the club to make the step change involved in running its own ground and community facilities
- Develop both community use and commercial opportunities at the new sports and community facility
- Oversee and deliver the marketing and promotion of facilities and the club as a whole
- Help the club deliver its revenue targets contained in the club business plan
- Secure sponsorship and partnership funding that supports the business plan and club objectives
- Assist with club financial management and cashflow

#### **Responsibilities**

The successful candidate will work within club policies and guidelines at all times delivering to objectives as determined by club members, elected club board and reporting to the General Manager.

The successful candidate will:

- Develop a marketing plan for the club facility ahead of opening:
  - Matchday and events promotion
  - Development of an events strategy and plan
  - Work with football and other sports organisations to develop the site as a community sports venue
  - Develop a food and beverage offer for matchday & other events
- Develop sponsorship and advertising packages.
  - Promotion to Manchester businesses
  - Engagement with the CSR programmes of Manchester businesses
  - Engage and promote to wider coop and mutual sector
- Oversee (with the relevant board member, General Manager and Finance Manager) the fundraising strategy campaign for the facility capital programme including the club Development Fund and Community Shares Scheme.
- Promotion of FC United club membership, support and club objectives.
- Support and develop the club's merchandise operation.
- Assist the General Manager with the appointment of catering and facility staff.
- Development of ethical procurement and local employment policies.

## **Knowledge, skills and experience required**

1. A genuine commitment to the success of FC United of Manchester and an understanding of the principles and goals of the club.
2. Excellent and proven leadership skills with project management and people skills.
3. Knowledge and good understanding of:
  - a. Marketing, promotion and sales
  - b. Retail management
  - c. Cooperative business and voluntary and community sector
4. A demonstrable understanding of budgets and management of income/expenditure.
5. A first class communicator skilled in written and verbal presentation.
6. Demonstrable relationship management and inter-personal skills.
7. Experience of delivering communications and marketing strategies.

## **Knowledge, skills and experience desirable:**

Knowledge and understanding of:

- a. Food and beverage management
- b. Community sports facility management

## **Scope of work and Application process**

The post is full time and for an initial six month contract. Given the importance of this work and short timescales there will be a six week probationary period.

The successful applicant will be expected to work from the club offices in Manchester moving to the new facility once complete in late summer 2014.

Interested candidates should in the first instance send a CV and supporting letter which addresses the aims and responsibilities detailed above to:

### **By post:**

General Manager  
FC United of Manchester  
Hope Mills  
113, Pollard Street  
Manchester  
M4 7JB

### **By email:**

[awalsh@fc-utd.co.uk](mailto:awalsh@fc-utd.co.uk)

All applications should include contact details of at least two referees able to attest to the candidate's relevant experience.

**Deadline** for applications is 24<sup>th</sup> March 2014.

The work delivery timetable is dictated by the ground build programme, with build completion due late summer 2014 the application process is necessarily short.

All applications will be acknowledged on receipt.

All those chosen and shortlisted will be informed on Wednesday 26<sup>th</sup> March.

Interviews will be conducted on Friday 28<sup>th</sup> March.

Successful candidates will need to be able to start as soon as possible after that date.