

Job Title: Commercial Sales Manager
Location: Broadwood Stadium
Reporting To: Board of Directors
Contract Type: Full-Time
Salary: Competitive + Commission/Incentive Scheme
Start Date: As soon as possible

Job Purpose:

Hamilton Academical Football Club is seeking an ambitious, driven, and innovative Commercial Sales Manager to lead the club's commercial strategy and drive sustainable revenue growth. This is a high-impact role that will focus on developing new income streams, enhancing fan engagement, and delivering value for sponsors, partners, and supporters.

The successful candidate will play a central role in shaping the club's commercial identity, ensuring Hamilton Academical thrives both on and off the pitch.

Key Responsibilities:

Commercial Strategy & Sales

- Lead and execute a proactive commercial sales plan across sponsorships, partnerships, advertising, hospitality, and events.
- Identify, pitch, and secure new business opportunities to grow the club's commercial portfolio.
- Renew and upsell existing sponsorship packages, ensuring strong account management and long-term partner relationships.
- Drive matchday and non-matchday revenue generation through creative sales propositions.

Innovation & Revenue Development

- Innovate around traditional and non-traditional revenue streams (e.g. digital sponsorships, merchandising, esports, fan tokens).
- Work cross-functionally to introduce new fan-facing products and services (e.g. subscription content, VIP fan experiences).
- Develop partnerships with local businesses, community organisations, and corporate entities that align with the club's values.

Fan Engagement & Matchday Experience

- Design and deliver initiatives to increase fan engagement, attendance, and supporter loyalty across all age groups.
- Collaborate with marketing and operations teams to enhance the matchday experience at Broadwood Stadium

- Analyse supporter feedback and market trends to inform decision-making and continuous improvement.

Relationship Management

- Act as the commercial face of the club – representing Hamilton Academical at business, civic and football-related events.
- Manage sponsor and partner servicing, including contractual rights delivery, branding activation, and hospitality.

Digital & Media Support

- Collaborate with the club's digital team to activate partner content across social media, website, and email marketing.
- Monitor and report on commercial KPIs, ensuring visibility and accountability for performance and targets.

Person Specification:

Essential:

- Proven track record in commercial sales, business development, or sponsorship, ideally within sport, entertainment, or events.
- Strong network of business contacts and the ability to close deals.
- Creative thinker with a proactive approach to revenue generation and innovation.
- Excellent interpersonal, communication, and negotiation skills.
- Strong understanding of fan engagement trends and commercial best practices in football.
- High level of professionalism, integrity, and passion for the game.

Desirable:

- Experience working within a football club or sporting organisation.
- Knowledge of the Scottish football landscape and supporter culture.
- Familiarity with CRM systems, sponsorship activation tools, and digital marketing platforms.

Key Measures of Success:

- Growth in year-on-year commercial revenues (sponsorship, hospitality, partnerships).
- Increase in fan engagement metrics and matchday attendance.
- Retention and satisfaction of key partners and sponsors.
- Successful launch of new revenue-generating initiatives.

Why Join Hamilton Academical?

This is an exciting time to join one of Scotland's most historic football clubs as it enters a new phase of ambition and community-focused growth. You will have the platform to drive meaningful impact, shape a progressive commercial model, and be part of a team that values innovation, resilience, and pride.

