



Job title: Revenue Controller

Reports to: Chief Executive Officer

AFC WIMBLEDON is building a brand new stadium in Wimbledon, South West London which will be state of the art and designed to deliver excellent facilities for playing professional football and events. The stadium is scheduled to open Autumn/winter 2020. As such AFC Wimbledon is looking to recruit a Revenue Controller/Stadium Commercial Manager. This is an exciting opportunity to be involved with the design, development and implementation of commercial strategies for all elements of stadium commercial, including ticketing, retail, events and catering.

Key Responsibilities:

- Manage, lead and inspire a revenue generating team to formulate and develop the sales and marketing strategy and objectives to deliver significant stadium commercial and ticketing revenue growth.
- Develop and lead the revenue generating team in sourcing, managing and implementing new business opportunities.
- Work in conjunction with Marketing Controller to develop key digital channels with a particular emphasis on CRM, social media and content marketing to drive stadium revenue
- Present a yearly budget for board approval and manage to budget accordingly
- Work in conjunction with Financial Controller and department leads to assess margins and sourcing of new suppliers where appropriate
- Forecasting pricing and revenue based on demand and market trends and develop appropriate pricing and marketing strategies to optimize
- Provide monthly target and revenue updates to the Board
- Analyse, review and be accountable for a suite of KPIs across group revenue metrics, designed to maximize performance.
- Maintain and increase sales figures whilst achieving individual and group sales targets
- Proactively review relevant competitor information and market developments to initiate and drive business evolution



- Work collaboratively across all functions to enhance experiences provided to both match day and non-match customers
- Ability to analyse financial information and data
- Ability to effectively manage resources against budget and business plans
- Drive the effective performance of the department by providing leadership which sets high expectations of all staff, addresses development needs and manage any poor performance effectively

ADDITIONAL INFORMATION

The individual should have a proven and successful track record of accomplishment in sales and business development.

The Revenue Controller will initially have 5 direct reports (Ticketing, retail, hospitality, event management and catering) therefore the ability to manage people is a necessity.

QUALIFICATIONS AND EXPERIENCE

- Degree or recognized marketing qualification
- Minimum of 6 years experience in a similar role, preferably within a sports organization or venue and with a proven track record
- Experience of leading and managing a successful team
- Demonstrable experience of successfully building and growing a business and working effectively to increase sales
- Substantial experience of delivering a quality service to customers
- Excellent project management skills
- Self motivated with a passion to succeed whilst at the same time ability to work as part of a team
- Ability to work under pressure
- IT literate

The role will be offered on a full time basis working 37.5 hours per week including match days.



Closing date: **Friday, October 2nd, 2020**

If you believe you have the right skills for this position please apply by sending an up to date CV with covering letter to **recruitment@afcwimbledon.ltd.uk**

AFC Wimbledon is committed to the principle of equal opportunity in employment and its employment policies for recruitment are designed to ensure that no job applicant or employee receives less favourable treatment on the grounds of age, disability, gender re-assignment, marriage and civil partnership, pregnancy and maternity/paternity, race, religion or belief, sex or sexual orientation.

AFC Wimbledon is committed to safeguarding all children, young people and adults are risk involved in its activities and events. The group recognizes its responsibility to safeguard the welfare of vulnerable groups by a commitment to procedures to protect them. The group additionally expects all staff and volunteers to fully support and promote these commitments.