



JOB VACANCY

JOB TITLE
DEPARTMENT

Sales Executive
Commercial

SALARY
BENEFITS

Competitive
25 days holiday, plus bank holidays
Cycle to Work Scheme
Private Medical Insurance & Health Cash Plan
2 x Complimentary home match tickets
Discounted Club Merchandise
Enhanced Family Leave Payments

LOCATION

Swansea.com Stadium

CONTRACT

Permanent Contract

WORKING HOURS

40 hours per week (Match days may be required)

THE ROLE

The role will be responsible for delivering new revenue across multiple commercial products such as hospitality, City Business Network memberships, season tickets and club partnerships and other club-owned commercial rights. This will be achieved via an outbound sales approach in order to achieve and exceed set sales targets.

ROLE RESPONSIBILITIES

- Drive revenue growth by securing new business and upselling existing clients through an entrepreneurial and proactive approach
- Outbound sales efforts via telephone, email and networking to build pipeline of prospects across all commercial inventory
- Create and present compelling proposals to secure new business in relation to CBN memberships, hospitality and event packages Club Partnerships and season tickets
- A highly consultative approach to sales ensuring a clear understanding of a client's needs and objectives with an ability to present a compelling solution
- Deliver an outstanding level of customer service at each touchpoint

- Habitual use of the club's CRM system ensuring clear and up to date reporting on weekly outreach, conversion and pipeline
- Represent the club in the best possible light within the local and national business community, building relationships and acting with professionalism and integrity at all times
- Work closely with the partnership delivery team to ensure seamless handover and high retention rates as well as conversion into higher value deals
- Identify and sell new assets, campaign ideas and experiences to drive growth
- Responsibility for full deal cycle from initial outreach through to onboarding
- Develop and manage a robust pipeline of new business prospects across multiple sectors
- Work closely with the design team to ensure the creation of first-class sales materials
- Habitual use of the club's CRM system to ensure clear reporting and saving of information

PERSON SPECIFICATION

- Highly motivated and driven with demonstrable ability in consistently achieving and exceeding sales targets
- Entrepreneurial mindset with ability to innovate and create solutions to address client needs and close deals
- Resilient and tenacious with drive to achieve success
- Highly collaborative and committed to contributing to a team whilst constantly representing the best interests of the club at all times



GENERAL STATEMENT

Should an adequate number of applications be received prior to the closing date, Swansea City AFC reserve the right to remove this advert.

Due to a high demand in applications the Club will be unable to respond to those applicants who have not been shortlisted for interview.

SAFEGUARDING & WELFARE

The Company is committed to safeguarding and promoting the welfare of children and young people involved in activities and event at the Company. As part of the Company's recruitment and selection process any offers of work involving working in regulated activity with children are subject to a satisfactory enhanced DBS Disclosure and barred list check (depending on the level of supervision, frequency, and nature of contact with children).

The Company may also conduct online searches of candidates who have been shortlisted as part of its safer recruitment procedures. Appropriate references will be required.

EQUALITY, DIVERSITY & INCLUSION STATEMENT

Swansea City AFC strives to ensure it provides an environment where everyone's rights, dignity and individual worth is respected and takes a zero-tolerance approach to any form of discrimination. Equal Opportunity is an integral part of our recruitment and selection process, and we welcome applications from all individuals who feel they meet the core requirements of the role.

We are particularly encouraging applications from women, disabled people and individuals from diverse ethnic communities who are currently under-represented within the organisation.

All appointments will be made on merit of skill and experience relative to the role.

How to Apply

Please complete an Application Form, available [Here](#). If you require the application form in an alternative format, please email jobs@swanseacity.com

The closing date for this vacancy will be **31st October 2025**