



## **COMMERCIAL DIRECTOR**

The Homeless World Cup is world class, international football tournament, changing lives. It has triggered and supports grass roots football projects in over 60 nations working with over 30,000 homeless and excluded people throughout the year. The 6<sup>th</sup> tournament takes place in Melbourne from 1-7 December 2008 uniting 56 nations with partners including UEFA, Nike, Goldman Sachs, Macquaries Bank and BHP.

We are looking for an ambitious, high energy Commercial Director to join the team and play a key role in shaping the organisation's commercial future.

### **Purpose**

To develop and implement a long-term commercial programme with strong revenue streams to underpin the mission to engage one million players by 2012.

### **Key responsibilities**

1. Engage with the board of directors to refine the five-year business plan structured to facilitate the organisation's global growth
2. Work closely with the President, Communications & Media Director and Senior Event Producer as the core team ensuring the optimal growth and expansion of the Homeless World Cup
3. Create and implement a 5 year commercial marketing strategy for the Homeless World Cup, enlarging current and developing and optimizing additional revenues streams on a global basis
4. Refine and manage the partnership program including engaging new prospective partners and re-negotiation with current partners for future growth whilst ensuring all agreements are fulfilled
5. Develop new revenue streams for the Homeless World Cup, e.g. merchandise, online, other
6. Direct the annual tournament's Local Organising Committee to ensure maximum revenue opportunities for the Event and long-term development
7. Recruit, lead and develop a sales team as required
8. Represent the organisation in a manner that enhances reputation and generates additional opportunities
9. Secure pro-bono services and co-ordinate with professional advisors as necessary

### **Skills and Experience**

- A strategist, a motivator, a negotiator, a creative visionary with enterprising energy and;
- High level experience in commercial sports marketing with a thorough understanding of sports broadcast, events, sponsorship and licensing; OR other commercial marketing; OR corporate social responsibility

- Excellent sales experience; ability to meet high revenue targets; open, close and fulfill partnership agreements
- Excellent interpersonal and communication skills with empathy, flexibility and confidence to work in a ambitious, high energy, can do it, social entrepreneurial organisation
- An awareness and commitment to the organizations core values and ability to work to promote, protect and maximize opportunities in the commercial sector
- An international attitude and the ability to travel and operate in virtual international team and work environment

**Salary**

Salary and incentives negotiable

**Reporting to**

President, Homeless World Cup

**Location**

Ideally based in Edinburgh, Scotland. However, feasible to operate from other cities, nations.

Please get in touch with your application and CV directly:

[jointheteam@homelessworldcup.org](mailto:jointheteam@homelessworldcup.org)