



GLAMORGAN

Head of Commercial

Applicant information pack

Search and selection campaign being managed by:



A welcome from Hugh Morris Chief Executive, Glamorgan County Cricket Club



Thank you for your interest in joining us here at Glamorgan County Cricket Club.

Having already celebrated our 125th Anniversary back in 2013, we have a long history and are proud of our place as Wales' only representative in County Cricket. Our home at Sophia Gardens is a 15,000-seat Test Match Venue that plays host to a busy summer schedule of international and domestic cricket. Our world class facilities also accommodate a variety of non-match day events throughout the year from concerts to conferences. As an established community hub, Sophia Gardens has been our home since 1967 & has successfully staged sold-out Ashes Test matches in 2009 and 2015 and has more recently become the home for the Hundred franchise – Welsh Fire.

Our industry leading facilities, active and committed membership and huge future potential, now means that we are looking to identify a suitably experienced and ambitious individual to join us as our Head of Commercial. We are looking to appoint an individual that is excited about taking genuine responsibility and accountability for the commercial operations of Glamorgan CCC. The key objective will focus on growing cricket attendances at International, Hundred and domestic cricket events and in doing so, optimising net revenues. The Head of Commercial will be a member of the senior management team of Glamorgan CCC, and responsible for developing and delivering the commercial strategy of the Club within the organisation's 2020 – 2024

business plan. But this role requires much more than just developing and delivering strategy – you will be both visible and active in delivering your objectives and will be driven in achieving well thought through, deliberate and measurable results. This means that you will have a commitment to not only growth, but profitability and of course quality – as these objectives will be delivered whilst contributing to the Club-wide objective of providing outstanding experiences for customers which contribute to both attendance and revenue objectives. In short, you will be responsible for optimising attendances through development of a clear marketing and operational strategy whilst being accountable for various interrelated

functions including marketing, ticketing, sponsorship, merchandising, sales revenues for cricket and conferencing and events, and new business opportunities.

Our leadership team and Board are genuinely excited about the impact our new Head of Commercial will make and all are committed to ensure this role succeeds. I look forward to meeting the shortlisted candidates and hearing how you can help us on our journey. Good luck with your application.

Hugh Morris
Chief Executive



About Glamorgan County Cricket Club

Glamorgan County Cricket Club (Clwb Criced Morgannwg) is one of eighteen first-class county clubs within the domestic cricket structure of England and Wales.

Founded in 1888, Glamorgan held minor county status at first and was a prominent member of the early Minor Counties Championship before the First World War. In 1921, the club joined the County Championship and the team was elevated to first-class status, subsequently playing in every top-level domestic cricket competition in England and Wales.

Glamorgan is the only Welsh first-class cricket club. They have won the County Championship competition in 1948, 1969 and 1997 and were the winners of the Royal London One Day Cup in 2021.

The club is based in Cardiff and plays many of its home games at Sophia Gardens, which is located on the bank of the River Taff. Matches are also played throughout the season at grounds including Swansea, Colwyn Bay and Newport.

Sophia Gardens is also home to the Hundred Franchise – Welsh Fire. Now in its second year, the Hundred has introduced a new format of the game, with 8 men's & women's teams located throughout the UK. Sophia Gardens also hosts international cricket each year – as one of the country's newest international venues, it held its first match in 2009 when the First Test in the Ashes series against Australia was held at the ground.



Glamorgan CCC hosts a minimum of one England international match per annum and attracts a full capacity of 15,000 for these fixtures.





GLAMORGAN

Welcome to Sophia Gardens – an events and meetings venue right in the heart of Cardiff.

Glamorgan County Cricket Club moved into Sophia Gardens in 1967, which was renovated and expanded over the winter of 2007/08 and turned the ground into the world-class cricket stadium and events space it is today.

From hosting major outdoor concerts to staging fireworks nights and darts events, Sophia Gardens has a history of putting on a show.

We don't just do those huge public displays – if you're looking for your own private space or somewhere to host your conference or company day out, we've got you covered.

Glamorgan CCC currently has a membership of approximately 1,500 and attracts an average crowd of c4,500 for T20 Blast fixtures.



Job Summary

Position: Head of Commercial

Department: Commercial

Accountable to: CEO

The Head of Commercial will be responsible for the commercial operations of Glamorgan CCC with the following key objectives:

- Growing cricket attendances at international, Hundred and domestic cricket events
- Optimising net (i.e. profitable) revenues
- Contributing to the Club-wide objective of providing outstanding experiences for customers which contribute to both attendance and revenue objectives

The post holder will be responsible for optimising attendances through development of a clear marketing and operational strategy and accountable for various interrelated functions including marketing, ticketing, sponsorship, merchandising, sales revenues for cricket and conferencing and events, and new business opportunities.

The post holder will be responsible for developing and delivering a commercial strategy which optimises net revenues to Glamorgan CCC and manages the services related to those revenue streams.

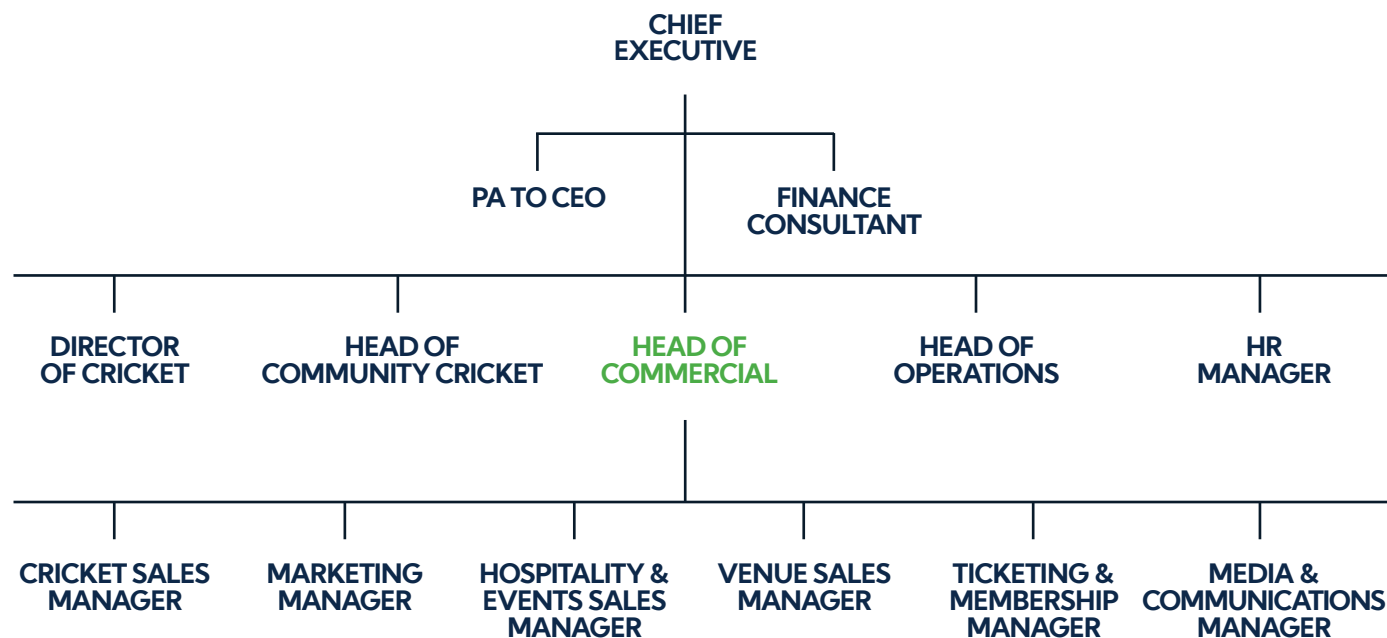


Organisation Structure – Senior Management Team

The Head of Commercial is a member of the senior management team of Glamorgan CCC, and responsible for developing and delivering the commercial strategy of the Club within the organisation's 2020-2024 business plan.

Key Working Relationships

- Chief Executive
- Senior management team
- Glamorgan CCC Board
- Glamorgan CCC staff
- England and Wales Cricket Board (ECB)
- Welsh Government
- Local Authorities including Cardiff City Council
- Sponsors, commercial partners, and suppliers
- Box holders
- Business Club Members
- Glamorgan CCC Members
- Media and broadcast partners
- Other cricket bodies including Cricket Wales, and community clubs



The role – Key Responsibilities

- To develop and implement sales and marketing strategies which complement and support the successful delivery of the Glamorgan CCC business plan 2020 – 2024.
- To identify new commercial opportunities and provide creativity and innovation to grow and develop the Glamorgan ticketing, sales, merchandising, e-commerce, and other businesses in line with the commercial strategy.
- To provide strategic leadership for the efficient and effective implementation of ticketing processes for international and domestic matches and tournaments including a ticket pricing strategy and delivery of outstanding support and service to Glamorgan CCC Members.
- To provide strategic direction for the sponsorship function in identifying and developing relationships with potential sponsorship partners and suppliers, manage contract negotiations and Licensing, and maintain strong and effective relationships with existing sponsors and suppliers.
- To provide strategic leadership and direction to the sales function of the conferencing and events business and continue to grow the business post COVID-19.
- To optimise Glamorgan's broadcasting, digital rights, and streaming rights to maximise revenues and positive media exposure to the Club.
- To protect and promote the interests of Glamorgan CCC through building strong relationships with local and national media and broadcasters, and creating informative, engaging, and interactive social media platforms.
- To develop and implement a strategy for building closer relationships with customers through CRM technologies and other digital platforms.
- To work closely with the senior management team and Board to ensure each area of the business operates to the highest standards and delivers the necessary results in line with the business plan, annual budgets, and profitability targets.
- Liaise closely with the Chief Executive, and be prepared to undertake any other duties related to the work of these functions



The Hundred competition was launched in 2021 and Sophia Gardens plays hosts to the Welsh Fire team in the competition. It is our expectation that these matches will also become sell-out fixtures.



The role – Skills experience and background

- Proven experience and success in a high profile, demanding, and fast-paced commercial environment at senior management level
- Proven success at building excellent working relationships and operating effectively as a member of a senior management team or Board
- Evidence of development and operational delivery of a B2C sales strategy
- Strong leader, with experience of successfully leading and managing diverse teams
- Evidence of excellent commercial judgement and decision-making capabilities
- Evidence of confident and articulate communication experience with a range of stakeholders
- Experience and understanding of the sports market particularly in managing partnerships
- Strong financial literacy and able to develop a practical system of results monitor progress against the operating plans and objectives

- Experience of managing P&L and sound financial management
- Excellent experience in sponsorship and B2B sales
- High value selling, negotiating and persuasive skills with a demonstrable track record

Personal Attributes

The successful candidate will need to be a highly credible, determined clear thinking and articulate individual with:

- High standards of personal and professional integrity
- Huge levels of energy and enthusiasm
- Openness and resilience
- Honesty, tact, and a strong will to succeed
- An appetite to constantly seek improvement in all aspects of their work

This job description is only a summary of the role as it currently exists and is not exhaustive or comprehensive. The responsibilities and accountabilities might differ from those outlined and other duties, as assigned, might be part of the job.



It is the ambition of the Club to develop a membership strategy which helps to provides a meaningful and sustainable platform for the Club and development of interest in the game. It also intends to double total attendance numbers approximately 120,000 in coming years.





How to apply

If you want to be considered for the position, please contact Neil Edwards (07858 518 415), nedwards@mcbride-sport.com and supply the following:

- An up-to-date CV setting out your career history, with responsibilities and achievements and preferred contact details.
- A supporting statement outlining your suitability for the role and the value that your expertise will add to the SMT.
- Details of two referees who can speak authoritatively about you together with a brief statement of the capacity and over what period of time they have known you. Referees will not be contacted without your prior consent.
- Proof of your eligibility to work in the UK.

Candidates whose CV reflects the requirements of the role will be invited to attend a first stage interview with McBride Sports.

The closing date for applications

Friday 7th October 2022

For an informal and confidential discussion, please call our retained consultant at McBride Sports, Neil Edwards (07858 518 415). McBride Sports will, of course, respect the privacy of any conversations regarding this role. Please send your application to nedwards@mcbride-sport.com





Recruitment timetable

These dates are indicative and may be subject to change (except closing date). Please note that candidates will need to be available for preliminary and final panel interviews, if selected. McBride Sports will advise all candidates of outcomes at each stage of the process as soon as possible.

Closing date for applications:
Friday 7th October 2022

First interviews:
w/c: 17th October 2022

Final interviews:
w/c: 24th October 2022

Your personal information

Your personal information will be held in accordance with the Data Protection Act 1998. You will not receive unsolicited paper or electronic mail as a result of sending us any personal information. No personal information will be passed on to third parties for commercial purposes.

When we ask you for personal information, we promise we will:

- Only ask for what we need, and not collect too much or irrelevant information.
- Ensure that you know why we need it.
- Protect it and, insofar as is possible, make sure nobody has access to it who shouldn't.
- Ensure that you know what choice you have about giving us information.
- Make sure we don't keep it longer than necessary.
- Use your information only for the purposes you have authorised.

We ask that you:

- Give us accurate information.
- Tell us as soon as possible of any changes.
- Tell us as soon as possible if you notice mistakes in the information we hold about you.

We will share some of the information you provide with the Members of the Board at Glamorgan County Cricket Club so that your application and CV can be assessed.



How we will deal with your application

We will deal with your application as quickly as possible and will advise you of the likely timetable at each stage. After the closing date for applications:

- Candidates selected at long list will be invited for interview by McBride Sports. From these interviews, McBride Sports will agree a shortlist of candidates that will be recommended to the Glamorgan County Cricket Club Board. Interviews will be conducted remotely at first stage, and on a face-to-face basis at final stage. All candidates interviewed will be contacted with feedback by McBride Sports.
- Where a candidate is unable to attend an interview on the set date, an alternative date will be offered only at the discretion of Glamorgan County Cricket Club Board.
- If successful, you will receive a letter confirming your appointment.
- If you are unsuccessful, you will be notified by McBride Sports and feedback will be offered.

Equal opportunities and inclusivity statement

Glamorgan CCC is an equal opportunities employer and would welcome applicants from a full diverse range of candidates, regardless of age, gender, ethnicity, sexual orientation, faith, or disability.

Should you require application forms in an alternative format or any adjustments to be made throughout the application process or upon appointment, please contact Neil Edwards (07858 518 415).



The conference and events business had a turnover of c£1.8m per annum pre COVID-19 and the post holder will be responsible for re-building the business and developing a long-term business strategy





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