



## Job Description

**Job Title:** Commercial Director

**Reports to:** Chief Executive Officer (CEO) and is a member of the Senior Leadership team

**Location:** Berkshire Cricket Office, The Cricket Pavilion, Enborne Street, Newbury, RG14 6TW

**Contract:** Permanent, Full-time, some evening and weekend work may be required

**Remuneration:** Competitive

**Berkshire Cricket** is an independent charity that looks to grow the game of cricket within the County of Berkshire, including participation and performance programmes. The charity also performs the role of the County Cricket Board and works closely with the England & Wales Cricket Board and other cricket partners to deliver highly impactful and important opportunities for people to engage with the game.

**Role Purpose** - The Commercial Director is responsible for leading the commercial strategy and operations of Berkshire Cricket. This includes driving revenue growth, securing sponsorships, enhancing the brand presence, and ensuring financial sustainability through innovative commercial initiatives. Our on the pitch success and our ability to produce players are excellent; we now want you to help us commercialise our successes. This is a strategic role, but in an organisation of ~20 people, you are also expected to do the work, lean in and make things happen. The initial priority in role would be to establish the commercial proposition that outlines the value and benefits of Berkshire Cricket to its customers, partners, or stakeholders. This will articulate the unique benefits and value that Berkshire Crickets' products or services offer and highlight what sets us apart from our competitors. Berkshire Cricket has big ambitions for the future. Over the last 15 years we have established an amazing team that punches above its weight in recreational cricket and for the next phase of our journey we need a seasoned Commercial Director to help us raise funds to achieve our ambition. If you are interested in talking about this opportunity, then contact: CEO [mark.roche@berkshirecricket.org](mailto:mark.roche@berkshirecricket.org) or Chair [jayne.haines@berkshirecricket.org](mailto:jayne.haines@berkshirecricket.org)

A formal application should be made via our online system [Commercial Director application](#)

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## Key Responsibilities

### Revenue Generation

- Develop and execute a comprehensive commercial strategy to maximise revenue from sponsorships, partnerships, hospitality, retail, and other income streams.
- Identify and pursue new business opportunities to grow the commercial income
- Secure and manage relationships with sponsors, ensuring that sponsorship agreements are beneficial for both parties
- Expand hospitality and events offerings to attract high-value clients.

### Partnership Development

- Build and maintain strong relationships with sponsors, partners, and stakeholders to ensure long-term collaboration.
- Create innovative and mutually beneficial partnerships to enhance the Berkshire Crickets commercial profile.
- To identify new and maximise existing corporate sponsorship and partnership opportunities to generate additional revenue for reinvestment
- Support colleagues to identify Trust and Foundation opportunities, support bids, and add value to recreational cricket

### Strategic Leadership

- Contribute to the overall strategic direction of Berkshire Cricket as part of the senior leadership team and support the delivery of the business plan.
- Identify new revenue opportunities and emerging trends in the sports industry.
- Ensure all commercial activities align with the organisation's mission, values, and long-term goals.

### Marketing, Communications and Branding

- Oversee the marketing and communications strategy to elevate the Berkshire Cricket brand.
- Develop strategies to increase fans or friends of Berkshire Cricket engagement and loyalty, which can also drive revenue growth
- Enhance fan engagement through digital marketing campaigns, social media, and promotional activities.
- Own and develop the media presence to ensure consistent messaging and positive press coverage.

### Fundraising and Event Management

- Organise and execute fundraising events to support Berkshire Cricket's financial health
- Develop and manage strategies for maximizing revenue from cricket operations

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- Deliver high-quality, profitable and engaging events.

### Financial Oversight

- Set and manage budgets for all commercial operations.
- As a member of the senior leadership team, attend the Board and regularly report on commercial performance to the Board of Directors. Actively contribute to board discussions and decisions, shaping the county's overall strategy.

### Person Specification

#### Key Skills and Qualifications

- Proven track record in a senior commercial or sales leadership role, ideally within the sports or entertainment industry.
- Demonstrable experience in securing high-value sponsorship and partnership deals.
- Excellent negotiation skills to secure favourable deals and partnerships
- Strategic thinker with the ability to execute operational plans effectively.
- Financial acumen and experience managing budgets and forecasting revenue.
- Strong communication and interpersonal skills to effectively interact with stakeholders

#### Desired Attributes

- Strong network of contacts in the sports and corporate sectors. Familiarity with the local business environment can be advantageous
- Passion for sport and its role in the community.
- Strong knowledge of cricket and its commercial landscape.
- Creative and innovative mindset to identify new opportunities.
- Ability to work under pressure and meet ambitious revenue targets.

#### Equal Opportunities

Berkshire Cricket is committed to improving the diversity of its workforce. We welcome applicants from all walks of life and backgrounds who can bring a diversity of thought, skills, and experience to the organisation. Berkshire Cricket is committed to ensuring that all applicants do not receive less favourable treatment or are discriminated against, on the grounds of their age; disability; gender; marriage and civil partnership; pregnancy or maternity; race; religion or belief; sex or sexual orientation.

#### Safeguarding

Berkshire Cricket is committed to ensuring that all children, young people and adults who take part in cricket have a safe, positive and fun experience whatever their level of involvement. Everyone who is involved in cricket has a shared responsibility to support this by promoting the welfare of all children, young people and adults and individually and collectively, we are signed up to the ECB Safe Hands Policy and are committed to delivering the ECB Safeguarding Standards as set out in the ECB's County Partnership Agreement with Berkshire Cricket. As such, some posts are subject to a process of vetting with the need for up-to-date DBS checks (if applicable).

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Berkshire Cricket Foundation a charity registered with the Charity Commission in England & Wales, Charity Registration No. 1165948  
Registered office: The Cricket Pavilion, Enborne Street, Newbury, Berkshire, RG14 6TW