

# **Broxbourne Sports Club**

## **Role Description: Business Development Officer**

**Reports to:** Chair of Sports Club Committee

### **Purpose of the Role**

- To maximise the Club's income generated via hire/usage of facilities (including the car park) and attracting new sports and activities to the Club
- To maximise the Club's sponsorship income

### **Main Responsibilities**

#### Facilities Hire/New Sports

- To identify opportunities and develop contacts and relationships with local organisations in order to develop income from hire or new sports based at the Club
- Working with the Marketing and Communications Officer to ensure that the Club's website and marketing activity creates awareness effectively
- Maintain price list for standard hire in liaison with the treasurer, monitoring the cost of other local facilities hire opportunities
- Negotiate non-standard and major facilities hire arrangements
- Manage the Club's relationship with hosted sections (currently Running and Tri-Club) including acting as liaison between their committees and the Sports Club committee
- Working with tennis and squash sections to develop pay per play offers

#### Car Park

- Act as the club's main contact with Parking Eye
- Monitor the revenue and costs of the arrangement, working with the treasurer
- Be responsible for dealing with any issues raised by members or other car park users

#### Sponsorship Income

- Working with the sections, identify a range of sponsorship opportunities across the Sports Club and develop a ratecard
- Promote the sponsorship opportunities via the website and marketing activity – working with the marketing and communications officer
- Co-ordinate approaches to local businesses and national sponsors (eg sports equipment and clothing) with the sections to maximise revenue