



Primary Partner:

GRANGE



Job Advert: Commercial Manager

Location: Amphill / Bedfordshire/ Hertfordshire -Hybrid working

Salary: Competitive salary and performance related benefits

Contract Type: Full-time, Permanent (including weekends and evenings)

Closing Date: 12.00 pm 2nd July 2026

Interview Date: 8th July 2026

About Us

Amphill and District Community Rugby Club is an elite English rugby union club that proudly balances its status as an **RFU Champ** competitor with a passionate, grassroots mission. Aspiring to be the **most professional community rugby club in the country**, the Bedfordshire-based club fields multiple senior, women's, youth, and mini sides every single weekend.

Driven by a core ethos of "**Rugby for All**," Amphill actively removes traditional financial, physical, and cultural barriers to participation to ensure that players of all abilities, ages, and backgrounds can thrive. From elite development pathways to fully inclusive local outreach initiatives, the club serves as a vital social and athletic hub that leverages the power of professional sport to unite and elevate its surrounding community.

Amphill and District Community Rugby Club is more than just a rugby club; we are a hub for our community. We believe rugby builds character, fosters lifelong friendships, and unites people. We are seeking an inspiring individual to take our commercial operation to the next level.

The Role

Are you an ambitious commercial leader ready to turn a professional sports ground into a high-yielding business engine? We are seeking a dynamic, hungry Commercial Manager to lead our comprehensive revenue operations. This role demands an entrepreneur who can handle two distinct, high-impact pillars. First, you will build a sponsorship portfolio that connects local Bedfordshire businesses, Tier-1 national brands, and international partners to our elite-and-grassroots community ecosystem. Second, you will take full operational ownership of our match-day economy—driving ticket sales, packing the stands, and maximising spending across our general bars, catering units, and corporate hospitality lounges.

Who You Are

- **A Revenue Hunter:** You have a proven track record of smashing B2B corporate sales targets and securing high-value sponsorship deals.
- **A Match-Day Catalyst:** You understand event economies, knowing exactly how to market tickets, optimise bar queue times, and deliver an unforgettable match-day experience.
- **An Innovation Driver:** You don't just sell standard pitch side boards; you create compelling digital sponsorship packages and launch modern revenue schemes.
- **A Relationship Builder:** You live for delivering flawless, white-glove partnership activation and account management to ensure long-term sponsor retention.

Senior Partners



Amphill & District Community Rugby Club Limited Dillingham Park, Woburn Street, Amphill, Bedford, MK45 2HX
www.amphillruffc.com Tel: 01525 403303 Vat Reg No. 196 7536 11 Registered in England and Wales 00629333

What We Offer

- Competitive base salary with an high-yielding commission structure based on overall commercial growth.
- A seat at the table with an ambitious executive leadership team aiming to redefine club operations.
- Complimentary match-day hospitality tickets, official club kit, and professional networking opportunities across the RFU Championship network.
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Role Purpose

The Commercial Manager will assume total accountability for maximising the club's revenue across both B2B corporate assets and B2C match-day operations. Operating under a high-performance mandate, the successful candidate will introduce modern revenue streams, build a global-to-local partnership pipeline supported by world-class activation, and directly oversee ticket sales, bar operations, and catering hospitality to maximise the club's financial return on match days and beyond.

Key Responsibilities:

B2B Partnership Development & World-Class Activation

- Drive new B2B sales cycles to hit ambitious annual club corporate revenue targets.
- Formulate and implement modern commercial schemes (e.g., player/academy kit partnerships, match-day experiential zones, player-led digital content sponsorships, and corporate networking clubs).
- Secure and scale commercial partnerships ranging from independent Bedfordshire businesses to national and international brands.
- Serve as the primary account manager, ensuring 100% contractual fulfilment on digital assets, print, hospitality, and physical signage while delivering comprehensive end-of-season ROI reports.

Match-Day Economy & Ticketing

- Design and execute strategic ticketing campaigns to increase average match-day attendance for Champ fixtures.
- Implement dynamic ticketing schemes, group booking discounts, and community club initiatives to maximise gate receipts.
- Manage ticketing platforms, entry data analytics, and digital box office operations to ensure a seamless fan experience.

Bars, Catering & Hospitality Revenue

- Assume P&L accountability for all match-day food, beverage, and hospitality operations, including public bars, mobile catering units, and premium corporate lounges.
- Modernise bar and catering infrastructure to increase transaction speeds, optimise pricing strategies, and maximise spend-per-head.
- Manage relationships with breweries, food vendors, and supply chain partners to improve profit margins and ensure high-quality service.
- Monetise club assets on non-match days, transforming Dillingham Park into a premier regional hub for corporate functions, parties, and community events.

Cross-Functional Collaboration

- Coordinate with the internal media and marketing teams to ensure partner brands are integrated seamlessly into digital channels and that match-day ticket sales are heavily promoted.
- Work alongside the community rugby department to build sellable corporate packages around our expansive mini, youth, and inclusion programs, turning social good into corporate investment.

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Person Specification

Criteria	Essential	Desirable
Experience	• 4+ years of B2B corporate sales or sports commercial partnership experience. • Proven track record of managing and activating five-figure client accounts. • Direct experience managing event hospitality, bar operations, or ticketing systems. Valid UK driving licence	• Experience working within a professional sports league • Experience building international commercial pipelines.
Skills	• Highly skilled negotiator with strong contractual and financial acumen. • Exceptional pitch presentation skills to C-Suite executives. • Advanced CRM, ticketing software, and EPOS (electronic point of sale) fluency.	• Graphic design or presentation deck software proficiency (e.g., Canva/InDesign).
Traits	• Highly motivated, self-starting commercial operator. • Strong emotional intelligence, empathy, and active listening. • Commercially ruthless but deeply aligned with community rugby values.	• Existing network of regional, national, or sports-focused corporate buyers.

How to Apply: Send your CV and a brief pitch detailing a successful revenue initiative you have personally led—either in B2B sponsorship or match-day event sales—to recruitment@amphillrufc.com by 12.00pm 2nd July 2026.

We are proud to be an equal opportunities employer.

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