

WATERLOO 1882 LTD



INDICATIVE ROLE DESCRIPTION

Role title	Commercial Director
Main purpose	The Commercial Manager's role to think about the club as a business, using its assets to their fullest potential and generating the money that sustains its future
Reporting to	Club Chair
Liaising with	Board, Sponsors, Business community and members
Role group	Director
Contract type	Volunteer
Nominal weekly hours	Normally 8 hours per week
Duties and responsibilities	<ul style="list-style-type: none">• Generate income for the club by maximising its assets• Proactively seek sponsors / advertisers etc• Manage the relationship between the sponsors and our club• Minimise costs and look for efficiencies• Plan to make our club open to the wider community for functions like corporate events, weddings and parties
Drafted by	Pete Cureton
Agreed by	George Moore
Role holder agreement	
Date produced	May 2019
Date for revision	May 2021