JOB DESCRIPTION / POSITION PROFILE

Commercial Officer

JOB TITLE	SALARY SCALE
Commercial Officer	MNSL 4
REPORTS TO	**SUPERVISES**
Manager Commercial	

Job Purpose

To support Commercial function to drive business growth, revenue generation, and brand visibility by coordinating sponsorships, partnerships, concessions, hospitality services, and customer relations.

Key duties and responsibilities

01 Assist in the development and implementation of commercial strategies for the stadium's facilities and services.

02 Support the identification, negotiation, and management of sponsorships, partnerships, and concessions to optimize revenue.

03 Coordinate hospitality services and ensure a high standard of guest relations during events and daily operations.

04 Conduct market research, competitor analysis, and customer surveys to provide actionable insights for business development.

05 Assist in planning and executing marketing campaigns, promotions, and digital marketing initiatives.

06 Prepare commercial and marketing performance reports, including sales, sponsorship, and concession analysis.

07 Maintain relationships with clients, sponsors, tenants, and partners to ensure satisfaction and long-term engagement.

08 Support ticketing operations, event promotions, and other revenue-generating initiatives.

09 Liaise with internal teams and service providers to ensure seamless delivery of commercial services.

Person specifications

Academic Qualifications

An Honors Bachelor's Degree in Business Administration, Commerce, or a related field from a recognized institution.

Working Experience

Four (4) years working experience, two (2) of which should have been at similar level in a reputable organization.

Competencies

Technical

- Sales and Negotiation Skills
- Sponsorship, Partnership, and Concession Management
- Customer Relationship Management (CRM)
- Market Research and Analysis
- Digital and Social Media Marketing

Behavioral

- Communication and Presentation Skills
- Persuasiveness and Confidence
- Innovation and Creativity
- Teamwork and Collaboration
- Results Orientation