



RECRUITMENT AND INFORMATION PACK

Commercial Sales Executive





ABOUT US AND WHO WE ARE

The club was first founded in 1904. Brunton Park has been our home since 1909.

Located nine miles from the border with Scotland, it makes us the most northerly-based professional football club in England.

We have no close geographical football rivals with the closest being over 50 miles away.

We are defined in part by our geography, and also our history. Weather, rural landscape, local pockets of heavy industry and long distances combine to make us unique in the football pyramid.

We are the club of the regional capital and its biggest city. Our regional challenges demand a tough spirit.

We are the premier sporting organisation of Cumbria and a local community club that reaches far.

The club is traditional and proud of its heritage. We are used to highs and lows and have enjoyed success and adversity.

We are part-owned by the Carlisle United Supporters' Trust and they have representation as directors of the club on its board.

Our fans want their voice to be heard and are fiercely proud, loyal, strong-minded and vocal.

They demand honesty, passion, fight and determination, and commitment on and off the field.

They want to see local players flourish. Many come and go from our region, but they remain as Cumbrian's and Carlisle fans.

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CLUB VISION AND MISSION

VISION

“To compete at the highest level possible as a sustainable football club that inspires pride and is for everyone.”

- **Compete:** We never give up as a club or individually. We give everything, with no fear and bounce back.
- **Highest Level Possible:** We aim to continually progress up the football pyramid with no self-imposed ceiling or limits on or off the field.
- **Sustainable:** Financially sound, operationally resilient, and community-rooted.
- **Pride:** A club that reflects positively on Carlisle, Cumbria, and all who support us.
- **For everyone:** We are open to all, welcoming and inclusive for the whole community.

MISSION

To win, grow, and inspire by building a high-performing, inclusive club that operates with integrity, ambition, and extraordinary teamwork - delivering excellence on and off the pitch.

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VALUES

Integrity

- Be honest, ethical, and respectful in every interaction.
- Communicate transparently and act with consistency.

Excellence

- Demand the highest standards in all areas - on and off the pitch, in operations, and in service.
- Celebrate effort, execution, and continual improvement.

Ambition & Innovation

- Embrace new ideas and strive to lead, not follow.
- Aspire to grow and achieve beyond expectations.

Teamwork & Respect

- Work collaboratively and listen.
- Treat everyone with dignity, fairness, and inclusivity.

Pride & Passion

- Represent Carlisle United with heart and purpose.



MAIN ROLES AND RESPONSIBILITIES

- Promote the club's commercial products & services across matchday hospitality, sponsorship, advertising and partnership programmes.
- Meet and exceed set customer outreach KPIs across all aspects of prospecting (calls / emails / client meetings).
 - Meet and exceed set sales targets, ensuring commercial department budgets are exceeded.
- Build and nurture relationships with new customers; handling queries and providing ongoing support.
 - Responsible for negotiating deals and securing sales to meet revenue and occupancy targets.
- Manage commercial data and contact pipelines, ensuring accuracy of input into CRM systems.
 - Demonstrate a professional, ambassadorial approach to representing the club.

QUALIFICATIONS

- Proven track record of meeting and exceeding new business sales targets and outreach KPIs.
- Confidence and initiative to drive leads, secure meetings and close deals through consultative selling.
 - Creative approach to sales and persistent determination throughout the sales cycle.
 - A team-player with a positive / can-do attitude.
- Proactive & flexible approach to work; comfortable working in a fast-paced environment and willing to work outside normal office hours for matchdays and other special events.
 - Excellent planning & organisational skills with the ability to manage pipeline effectively.
 - Excellent interpersonal, verbal, and written communication skills.
- Competent with CRM tools and MS packages including Word, Excel, PowerPoint and Outlook.

Closing date is Thursday 8 January.

Please submit the application form to commercial@carlisleunited.co.uk

Please note, we reserve the right to close applications earlier if a suitable candidate is found.

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SAFEGUARDING STATEMENT

The club has a top-level commitment to safeguarding which promotes practice and behaviours that value children and adults at risk, creates a culture of accountability and drives continual improvement.

We are committed to safeguarding and promoting the welfare of young players and staff. We expect all staff, volunteers, parents/carers, young players, any partner agencies or any commissioned service providers to share this commitment.

This role may involve working with under-18s and as such is subject to Enhanced Criminal Records Bureau (CRB) checks. Clearance through the FACRB system is required before any employee may commence employment. As such this post is exempt from the Rehabilitation of Offenders Act (1974) and the postholder applicant must disclose all previous convictions including spent convictions.

The Club follows a safer recruitment process.

EDI

The club is committed to applying its Equality Policy at all stages of recruitment and selection, and adverts will contain an equal opportunities statement.

Shortlisting, interviewing and selection will always be carried out without regard to age, disability, gender, gender reassignment, marital / civil partnership status, pregnancy / being on maternity leave, race, religion/belief, sexual orientation, or any other legally protected characteristic.

Any candidate with a disability will not be excluded unless the candidate is unable to perform a duty that is intrinsic to the role, having taken into account reasonable adjustments. Reasonable adjustments to the selection process will be made to ensure that no applicant is disadvantaged because of his/her disability.



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