



ARGYLE
COMMUNITY
TRUST

JOB APPLICATION PACK

Sales and Business Manager

£30,000 per annum | Permanent, full time | 40 hours per week





We are proud to be the official charity of Plymouth Argyle Football Club. For over 25 years it has been our mission to inspire and make a positive difference to Devon and Cornwall Communities.

Our outreach work, and the impact we have on the lives of the communities we proudly serve, wouldn't be possible without our incredible people. Trust staff truly make a difference every day.

Mark Lovell - Argyle Community Trust Chief Executive Officer

WHO WE ARE

We are the leading sport for social good charity in Devon and Cornwall, operating over 2,700 square miles. We utilise the prestige of football and the reach of the club to inspire, engage, and help people of all ages, genders, races, and socioeconomic statuses, with a vision to 'provide opportunities to all people within our local communities by inspiring and empowering them through sport'.

OUR VALUES

We endeavour to uphold six core organisational values:

Professionalism - our staff are role models, coaches, mentors, and teachers and must conduct themselves professionally.

Inclusivity - we believe in fair play and having open access for all. We aim to celebrate diversity and focus on the needs of each individual and community.

Respect - we respect our partners, people, and communities and aim to gain the respect of others.

Excellence - we strive for excellence in all we do to support our beneficiaries and ensure they reach their full potential.

Honesty - we are open and transparent in all our work and with the communities we serve.

Pride - we are proud of what the organisation and its parent club represent.

WHAT WE DO

Our work across Devon and Cornwall focuses on removing barriers to participation and offering opportunities that are accessible to all communities in our operational area. We maintain a focus on disadvantaged and isolated communities, underrepresented groups, at-risk children, young people, and adults. We strive to work ethically and transparently in everything we do.

OUR MISSION

Our mission is to inspire and make a positive difference to Devon and Cornwall communities through the power of sport and the brand of Plymouth Argyle Football Club. In short 'We are One Argyle.'

Our work strands focus on six key areas, all aligning with our strategic aims which are to:

Empower people in the communities of Devon and Cornwall to overcome inequalities and raise aspirations by providing opportunities and accredited attainment.

Promote physical participation and wellbeing by encouraging healthier lifestyles and removing barriers to participation.

Inspire supporters to engage with our community outreach programmes.

Improve our systems and structures to ensure we provide quality, efficient services that are value for money.

Understand and measure the impact of our programmes on the community.

Equality, Diversity and Inclusion

Argyle Community Trust is an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, or age.

Safeguarding

Argyle Community Trust is committed to safeguarding, protecting the welfare of all participants in our programmes and promoting robust policies to ensure that our staff and volunteers adhere to safe practices. Where regulated activity forms a part of the job role, the successful candidate will be subject to undertaking enhanced DBS checks prior to employment.

Candidates are advised that in order to identify any matters that might relate directly to ACT's legal duty to meet the safeguarding requirements set out in KCSIE, online searches may be carried out on short-listed applicants in order to identify incidents or issues related to a candidate's suitability to work with children.



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Position:	Sales and Business Manager
Location:	Plymouth
Offices:	Brickfields Hub, Madden Road, Plymouth, PL1 4NE
Salary:	£30,000 per annum
Contract:	Permanent position, full time
Hours:	40 hours per week
Reports to:	Occasional evening and weekend work are a requirement of the post General Manager – Brickfields

We have a fantastic opportunity for an ambitious individual with a proven track record to join our team who will be responsible for operating our new community facility, currently recognised as Brickfields Sports Centre.

As the Sales and Business Manager, you will drive revenue growth and commercial success of our multi-faceted facility. You will oversee sales, revenue generation, and business development initiatives whilst ensuring the site remains a hub for fitness, recreation, events, and community activities. You will be responsible for creating and implementing strategies aimed at increasing facility rentals, memberships, and event bookings. In some cases, you'll be the first point of contact for our members and users, so the ability to manage relationships is key.

Our service and product offer will be vast, providing opportunities for people to rent rooms, hire outdoor sports pitches, book a birthday party in our E-Sports Lounge, attend a soft play session, and join as a member of our gym and/or fitness classes.

We're looking for an innovative individual who enjoys connecting with people and building relationships. You'll be working with a highly energised team, with support from wider Trust colleagues. This is an amazing opportunity to join a new team and become part of a 'once in a generation' project.

HOW TO APPLY

If you can meet the specifications and would like to become part of the Argyle Community Trust team, please complete our online application form <https://hr.breathehr.com/v/sales-and-business-manager-37867>.

You will be given the opportunity to upload a covering letter and CV should you wish to do so however, for safer recruitment purposes, we do not accept application by CV only.

If you would like further information or wish to discuss the post contact ACTrecruitment@pafc.co.uk.

For more information about the work of Argyle Community Trust and our strategic aims visit <https://argylecommunitytrust.co.uk/about-us/>.

Closing date for applications - Thursday, 31 October
Interview Date - Friday, 8 November.



There has never been a more exciting time to work for Argyle, with unprecedented success happening on and off the pitch. With the Club now becoming established in the Sky Bet Championship, led by England legend Wayne Rooney, Plymouth Argyle and Argyle Community Trust are also further developing the portfolio off the pitch.

The investment in facilities in the city will establish the Club and Trust as a leading force for change in the community for generations.

Argyle Community Trust, Plymouth Argyle, Plymouth City Council, Plymouth Albion RFC, and Devonport Community Leisure Limited (DCLL) have come together to transform the Brickfields site into a sporting centre of excellence and asset for the wider Plymouth community.

Extensive community and sport facilities will include new grass and all-weather 3G pitches, athletics facilities for the City of Plymouth Athletics Club and other users, play zones exclusively for public use, better public access, landscaped public areas, and parking.

The hub sits at the heart of the city and aims to provide superb facilities to support the ambitions and needs of one of the communities the charity proudly serves, providing vital outcomes for local people, and delivering on the important aims and objects of the charity. A beacon of positive activity for the community to be proud of for generations.

The exciting plans will see the redevelopment of a thriving new community hub accessible for local people. The site will give the Trust and associated partners the ability to provide members of the local community with access, support, and equipment to reduce health inequalities, promote wellbeing, and become a beacon for local community activity provision.

Working for Argyle Community Trust is already a rewarding and exciting career. Our staff make a difference to the lives of people across the region every single day and no two days are ever the same. The wide-ranging offering will significantly exceed what has been available for the community at Brickfields, including education and employment programmes, adult education, wellbeing support, a dedicated space for youth services, a soft play centre, new, affordable gym, and a community café.

Argyle Community Trust Chief Executive Officer Mark Lovell said: "This is an extremely exciting and historic period in the history of Argyle on and off the pitch, and staff have a real opportunity to be involved in innovative projects in collaboration with some of the leading businesses in the city.

"Our focus is to ensure the hub becomes integral to the local community's health and wellbeing and a focal point for everyday activities. The hub will make a significant difference to the local community and ensure a local facility remains a community asset.

Find out more about the development on the dedicated microsite <https://www.pafc.co.uk/brickfields-development>



JOB DESCRIPTION

Primary Objectives of the Role

- Generate pre-sales, sales and partnerships for the site.
- Work with the Marketing Manager to ensure all aspects of the hub (gym, studio space, soft play, café, e-sports, pitch rentals, etc.) are effectively advertised and marketed, to create on-site demand and revenue.
- Identify new business opportunities, market trends, and customer needs to ensure services remain competitive and relevant.
- Act as the primary contact for high-value clients, providing excellent customer service and ensuring repeat business.
- Regularly assess the quality-of-service delivery across all areas, ensuring that customer satisfaction levels are maintained at a high standard through feedback mechanisms, customer surveys, and reviews.
- Manage the budgets for sales and marketing, ensuring that resources are allocated efficiently and that costs are controlled without compromising service quality.
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Manage and Deliver

- Manage daily sales operations and consistently meet or exceed revenue targets across memberships, rentals, and event bookings.
- Manage the sales and customer service functions in delivering a high standard of customer support, handling queries, complaints, and providing tailored service to repeat clients.
- Manage the sales pipeline, from lead generation to conversion, ensuring consistent follow-ups and closing deals.
- Work with the events and bookings AGM to maximise attendance at special events, private functions, corporate events, and community activities.
- Develop and implement effective sales strategies aimed at maximising sponsorship and commercial opportunities, as well as facility rentals.

Development and partnerships

- Develop and maintain strong relationships with local/community stakeholders, to promote the hubs offering and secure long-term partnerships.
- Collaborate with the marketing team to design and implement promotional campaigns that attract new customers and retain existing ones, ensuring the centre remains competitive and top of mind in the local market.
- Identify and pursue new market opportunities, particularly in expanding offerings for rentals, e-sports competitions, and corporate events.
- Work in liaison with the Trust's Head of Business on joint ventures, networking and fundraising events. This includes managing relationships and agreements with sponsors of the site that have been developed by wider team on day-to-day level.
- Develop and review service level agreements and contracts.



Quality and impact

- Measure the social impact of the hub's services and partnerships, ensuring alignment with our community objectives and funder/partner expectations.
- Regularly assess the quality of the sales process and marketing strategies to ensure we leverage every opportunity whilst maintaining a seamless and smooth customer journey.
- Continuously evaluate customer needs and trends and provide feedback and recommendations to the general manager.
- Provide sales training and professional development opportunities to ensure the operations team meets performance goals and are aware of the customer service expectations and processes.
- Effectively leverage the CRM and bookings system for lead generation, sales flows, marketing, and customer communications.

Budget and accountability

- Prepare and present monthly reports detailing performance against financial targets, including revenue from memberships, events, and space rentals. Ensure transparency in financial operations and accountability to senior management.
- Monitor and analyse sales data to ensure financial goals are being met. Adjust sales strategies as needed to ensure the hubs financial health.
- Manage and develop the sales functions and processes, ensuring a clear and smooth process for staff and customers.

Management Responsibilities

- Prioritise Health and Safety and Safeguarding when planning and delivering to ensure that the Trust protects the welfare and safety of all staff, volunteers and participants.
- Promote compliance ensuring that the Trust enforces all policies and procedures, challenging staff when they don't do the right thing.
- Take responsibility for promoting the Trust, creating positive relationships within local and national networks and enhancing the reputation of the Trust.
- Strive for quality & high standards, setting clear expectations and upholding Trust values.
- Facilitate ACT's strategic and charitable aims ensuring that our work inspires and makes a positive difference to Cornwall and Cornwall communities
- Lead and motivate staff in the provision of a high-quality service to colleagues, stakeholders and funders and delivering a culture of customer focused continuous improvement.
- Protect and support ACT's business interests through attention to budgetary and financial efficiencies, reputational risks and respect for confidentiality at all times.



PERSON SPECIFICATION

Qualifications and Experience

Degree in Business Management, Sales, Leisure, or Sports Management (or equivalent)	D
A minimum of 2 years' experience in a sales/marketing role	E
Experience of exceeding sales targets and driving revenue	E
Experience of implementation of sales and marketing strategies	E
Experience of reviewing and developing campaigns and promotional materials	E
Experience of using CRM software and GDPR legislation	E
Experience of monitoring and evaluating projects and campaigns	D
Membership/Qualification in CIM, ILM	D

Knowledge And Understanding

Extensive knowledge of the health and fitness and leisure industry	D
Excellent communication and negotiation skills	E
Understanding of facility operations and management systems	D
Knowledge of effective marketing methods	E
Knowledge of relevant health and safety regulations within Leisure	D
Excellent (current) knowledge of project management	D
In depth understanding of financial and budget management	E
Understanding of compliance-based practice (safeguarding, DBS, statutory guidance etc)	E

Management Skills and Attributes

Excellent listener with the ability to understand the needs of external stakeholders and identify mutually beneficial partnership opportunities	
Excellent organisational and project management skills with the ability to problem solve	
Excellent communication and interpersonal skills including good negotiation and persuasive skills	
Excellent attention to detail and risk management	
Ability to create a strong team culture and work independently	
A creative, can-do and solution-orientated approach to work, with the ability to solve problems.	

Staff Skills and Attributes






Proven relationship-builder at all levels with strong interpersonal skills	
Behave in an inclusive and respectful way, always representing the positive EDI values of the Trust	
Ability to accurately convey meaning and deliver information in a clear and engaging way including face to face presentations and written materials	
Understand obligations regarding confidentiality, information sharing and GDPR	
Good standard of English in both written and verbal communication; effectively conveying information at an appropriate level	
Respond positively to feedback and strive for high standards and excellence in all aspects of the role.	

RELATIONSHIPS

Key Internal Relationships	Key External Relationships
General and Assistant Managers	Plymouth Argyle Football Club (Marcomms)
Head of Departments	Local users and key stakeholders
Designated Safeguarding Officer	Local residents
Health and Safety Lead	Key stakeholders and funders



BENEFITS - WHY WORK FOR US?

We aim to ensure we look after our staff welfare and provide fair opportunities across the charity. Argyle Community Trust offers incentives and progression based on key performance indicators, appraisals and added value to the Trust.

-  Relevant qualifications and training
-  Ticket incentives for staff
-  An opportunity to buy back on holidays
-  Free access to courses for your children across Trust provisions
-  Club kit






Other Benefits

-  Holiday allowance based on service - After five years of service your holiday entitlement will increase by one day each year, enabling you to increase your holiday allowance by up to four days
-  Private healthcare after two years of service, not contractual but based on how the charity performs

Role Dependent Benefits

The Trust will also consider individual requirements needed to complete a role including:

-  Work mobile phone with some allowance for personal usage
-  Use of company vehicle for work purposes only
-  Car allowance



Plymouth Argyle Football in the Community Trust trading as Argyle Community Trust

Plymouth Argyle Football Club, Home Park, Plymouth, Devon, PL2 3DQ

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Scan to view our 2022/23
Impact Report



Company Number 06797988
Registered Charity Number 1128906
VAT number 406591203



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