

Partick Thistle Football Club is currently accepting applications for a Commercial Sales Executive to join our team at the Wyre Stadium at Firhill. Read more below:

Job Title: Commercial Sales Executive

Location: Glasgow, Scotland

Reports to: General Manager

Job Type: Full Time (including weekend working)

Salary: £26,000 p/a with commission-based incentives linked to sales performance How to apply: Email CV with cover letter to recruitment@ptfc.co.uk

Application deadline: Friday 21st February. Please note, due to an expected high volume of applications the advert may be closed earlier than the application deadline stated above. Early application is advised.

Overview:

Partick Thistle FC is looking for a dynamic and results-driven Commercial Sales Executive to drive sponsorship and advertising sales across the club's digital and physical assets.

Reporting initially to the General Manager, this role is a key part of our newly expanded commercial sales team, responsible for identifying new opportunities, building strong relationships, and closing deals that generate revenue for the club.

This is an outward-facing, proactive sales role that requires energy, persistence, and a strong ability to engage with local businesses and community partners. The successful candidate will be a confident communicator with a track record of securing commercial deals and will thrive in a fast-paced, target-driven environment.

We are looking for someone who:

- Is highly motivated and thrives in a competitive sales environment
- Can proactively identify and develop new commercial opportunities
- Has excellent relationship-building skills and is comfortable engaging with business owners and decision-makers
- Has a proven ability to close deals and meet or exceed revenue targets
- Understands the value of sponsorship and advertising in a football club environment

This role is ideal for a commercially minded sales professional who enjoys working in the sports industry and is looking to make a tangible impact on the club's commercial success.

Key Responsibilities:

As Commercial Sales Executive, you will:

- Actively prospect, generate leads, and secure new sponsorship and advertising deals

- Develop strong relationships with local businesses, ensuring long-term commercial partnerships
- Sell across the club's full portfolio of commercial assets, including match sponsorships, perimeter boards, player sponsorships and digital advertising
- Deliver revenue growth for the club against agreed targets
- Work closely with the General Manager and Business Development Manager, once recruited, to execute the club's commercial strategy
- Represent the club professionally at networking events and industry functions to drive new business
- Maintain accurate sales records and ensure all agreements are properly documented and fulfilled
- Provide excellent service to sponsors and advertisers, ensuring high retention rates

Qualifications and Skills:

Essential

- Previous experience in a sales role, ideally within sponsorship, advertising, or a related commercial environment
- Ability to work flexibly around a changing fixture schedule
- Strong negotiation and closing skills with a proven track record of hitting revenue targets
- Excellent interpersonal and communication skills
- Self-motivated and able to work independently to drive new business
- A professional, confident approach to engaging with businesses and key stakeholders

Desirable

- Experience in sports, events, or hospitality sales
- Knowledge of the Scottish business landscape and local networking opportunities
- Understanding of football sponsorship and the commercial landscape of the sport
- Personal attributes
- Goal-oriented with a strong drive to succeed
- Persuasive and resilient, able to handle rejection and keep momentum
- Adaptable and able to think on your feet in a fast-moving environment
- Professional approach and a strong, positive ambassador for the club