

# Job Description: Commercial Strategy Manager 100%

## COMMERCIAL STRATEGY MANAGER

Reporting to: Head of Commercial Affairs

### ABOUT ECA

ECA is the sole independent body directly representing football clubs at European and International levels. With a current membership base of more than 700 professional football clubs from across the continent, ECA is the representative voice of European clubs on the international football landscape.

Working closely with football's governing bodies, competition organizers and other professional stakeholders, ECA's core purpose is to place clubs at the 'Heart of Football'. ECA is continually strengthening its administration to ensure it enhances the value of its activities and services for Member clubs.

ECA has a rapidly growing administration team of more than 40 people and is on a mission of organizational development, targeting a digitally led, performance-driven culture, and delivering high impact outcomes for our colleagues and our members.

Equity, diversity, and inclusion are amongst ECA's core values. We are committed to building and sustaining an inclusive and equitable working and learning environment for all staff and members.

### POSITION MISSION AND PROFILE

The Commercial Strategy Manager will ensure the Commercial Affairs department is modern, proactive, and club-centric in its representation roles with governing bodies.

This role supports the Head of Commercial Affairs in the critical commercial and business activities relating to UEFA and FIFA club competitions (Men's and Women's).

You will support the Business Development Manager in club development projects related to commercial activities and engage with key ECA commercial bodies to represent club interests.

With experience in the sports industry, you will link the day-to-day realities of club activities with the broader business impacts of the football industry.

The successful candidate will be a positive, proactive, and personable team member, comfortable working alongside experienced commercial experts.

## CORE RESPONSIBILITIES

Reporting to the Head of Commercial Affairs, your primary responsibilities will include:

- **UEFA and FIFA Club Consultation Bodies:** Support thorough consultations with ECA clubs through commercial bodies comprising experienced C-level commercial colleagues across the ECA membership, ensuring actionable outcomes.
- **ECA Partners and Events:** Identify opportunities for ECA to commercialize activities for members' benefit, including event sponsorships, commercial relationships, and industry partnerships.
- **Club Education and Engagement:** Ensure all member clubs are educated on and adhere to commercial regulations of club competitions and are consulted ahead of each season.
- **Commercial Activities:** Explore opportunities for collective and centralized sales activities (e.g., sponsorship inventory or digital assets) on behalf of or in collaboration with ECA members.

Working alongside the Business Development Manager, your secondary responsibilities will include:

- **Data and Research:** Utilize industry-leading commercial data, clubs, and competition organizers to inform ECA's decision-making and advisory services.
- **Membership Engagement:** Support the membership engagement team by providing timely, accurate, and relevant information to deliver high-quality service to 700+ member clubs.
- **Collaboration:** Work closely with colleagues to identify and deliver representation activities and club development services aligned with member clubs' needs and objectives.

## EXPERIENCE

- At least 4 years of experience in commercial sales, strategy, or operations within the sports industry.
- Demonstrable track record of impactful and value-creating engagement with commercial partners, agencies, brands, and/or sports rights holders.
- Detailed understanding of the sports industry, particularly European football.

## EDUCATION

- Bachelor's degree in business, sports management, data, or a related field. A master's degree is an advantage.
- Strong computer software skills, particularly with PowerPoint; familiarity with data analytics tools is a plus.
- Experience using CRM or similar software.
- Fluent in English; additional European languages are advantageous.

## SKILLS

- Strategic, commercial, and pragmatic thinker with a creative mindset for identifying opportunities.
- Deep understanding of the global media and sports landscape.
- Ability to work in consultative, collaborative environments and manage multiple stakeholders effectively.
- Highly structured thinker and communicator, with strong quantitative and qualitative analytical skills.
- Affinity with football and understanding of the European Club football ecosystem.
- Collaborative team player, comfortable working independently.
- Organized, methodical, with strong project management capabilities.
- Determined to overcome barriers to success.
- Natural networker with an ability to develop and monetize an international network of contacts.
- Low ego, diplomatic, capable of building relationships with Member Clubs across all ECA membership categories.
- Exceptional attention to detail.
- Proactive problem-solver, willing to take on varied tasks as required

**ADDITIONAL INFORMATION** The role is based at ECA's offices in Nyon, Switzerland. Some travel within and outside Switzerland may be required. Career development opportunities and a supportive work environment are part of ECA's commitment to its employees.

**You are invited to send your CV and a covering letter to our HR Team at [jobs@ecaeurope.com](mailto:jobs@ecaeurope.com).**

**Only candidates fulfilling the required skills and experience will be contacted.**

**References should be available upon request.**