

Job Description: Head of New Business

Department: Commercial

Reports to: Chief Executive Officer (CEO) and Chief Operating Officer (COO)

Location: Home of the Set Fare Arena, Livingston, with regular off-site meetings

Hours: Full-time

Salary: Competitive, plus tiered commission structure

Contract: Permanent

Closing Date: Wednesday 9th September

About Livingston FC

Livingston Football Club is a professional football club at the heart of the West Lothian community.

The club offers businesses a wide range of opportunities to engage with our supporters and wider audience through sponsorship, advertising, hospitality, matchday experiences, digital platforms, community initiatives and longer-term commercial partnerships.

As we continue to develop our commercial operation, we are looking to appoint an ambitious Head of New Business to lead our new-business activity.

The Role

The Head of New Business will be responsible for identifying, pursuing and securing new commercial revenue for Livingston FC.

This is a predominantly new-business sales role, with a particular focus on developing relationships with businesses across West Lothian and surrounding areas.

The successful candidate will be expected to take a proactive approach to business development, creating opportunities rather than waiting for them to arrive.

They will own their sales pipeline from initial prospecting through to negotiation, agreement and handover, while working closely with the wider club team to ensure commercial partnerships are delivered effectively.

Key Responsibilities

New Business Development

- Develop and execute a proactive B2B new-business strategy.
- Identify and research prospective sponsors, advertisers and commercial partners.
- Build and maintain a strong, measurable sales pipeline.
- Generate leads through cold calling, email outreach, networking, referrals, research, events and face-to-face activity.
- Arrange and conduct meetings with business owners, directors, marketing teams and other decision-makers.

- Develop relationships within the West Lothian business community.
- Identify opportunities beyond existing sponsorship packages and develop new commercial propositions where appropriate.
- Convert prospects into new commercial partners and achieve agreed revenue targets.

Sales & Commercial Development

- Sell Livingston FC sponsorship, advertising, hospitality and partnership opportunities.
- Understand the commercial and marketing objectives of prospective partners.
- Develop tailored proposals that demonstrate clear value and return on investment.
- Prepare and deliver commercial presentations and pitches.
- Negotiate commercial agreements and close new business.
- Identify opportunities to increase the value and longevity of new partnerships.
- Maintain accurate records of sales activity, opportunities and pipeline progression.
- Provide regular reporting on new-business activity and revenue performance.

Networking & Representation

- Represent Livingston FC professionally at business networking events, meetings and external functions.
- Develop a strong network of local business contacts.
- Build relationships with business groups, organisations and community stakeholders.
- Act as a positive ambassador for Livingston FC within the wider business community.

Internal Collaboration

- Work closely with the COO and wider club team on commercial strategy and proposals.
- Collaborate with club media, hospitality, ticketing and community teams to develop attractive commercial opportunities.
- Ensure agreed commercial commitments are communicated effectively to the relevant departments.
- Support the development of new sponsorship and advertising inventory.

What We're Looking For

Essential

The successful candidate will have:

- A proven track record of successful B2B sales.
- Demonstrable experience generating new business rather than solely managing existing accounts.
- Evidence of consistently achieving or exceeding sales targets.
- Strong prospecting and lead-generation skills.
- Experience dealing directly with business owners, directors and senior decision-makers.

- Excellent negotiation and closing ability.
- Confidence making cold calls and approaching businesses without an existing relationship.
- Excellent verbal and written communication skills.
- Strong organisational and pipeline-management skills.
- A proactive, resilient and target-driven approach.
- The ability to work independently and take ownership of results.
- A professional approach when representing the club externally.
- A full driving licence and access to transport.

Desirable

- Experience in sponsorship, advertising, media, hospitality, sport or events.
- Existing contacts within the West Lothian or wider Scottish business community.
- Experience selling partnership or promotional packages.
- Experience working within a target-driven commission structure.
- An understanding of digital and social media advertising.

Football industry experience is not essential. Proven B2B sales success is.

The Person

We're looking for someone who is:

- Hungry - motivated by winning new business and exceeding targets.
- Proactive - someone who creates opportunities rather than waiting for them.
- Confident - comfortable picking up the phone, walking into a business or sitting across the table from a decision-maker.
- Commercially minded - able to understand what a business wants to achieve and build a proposition around it.
- Resilient - able to handle rejection, keep prospecting and maintain momentum.
- Relationship-focused - capable of turning an initial sale into a long-term commercial relationship.
- Organised - able to manage multiple prospects, proposals and negotiations simultaneously.

Salary & Commission

The role offers a competitive basic salary alongside a tiered commission structure designed to reward successful new-business generation.

The commission structure will increase with performance, providing the opportunity for significant additional earnings for a candidate who consistently delivers strong commercial results.

Further details of the commission structure will be discussed during the recruitment process.

Why Livingston FC?

This is an opportunity to join the club at an exciting stage of its commercial development.

You will have the opportunity to help shape how Livingston FC engages with the business community and to directly influence the club's commercial growth.

For the right person, there is genuine scope to build something rather than simply inherit an existing sales pipeline.

You'll have the platform of a professional football club, a strong local presence and a range of commercial assets to sell, but the success of the role will ultimately come down to your ability to identify prospects, build relationships and close business.

How to Apply

Applicants should submit:

- Completed application form.
- A covering letter outlining their relevant B2B sales experience.
- Specific examples of B2B sales achievements, including previous sales targets, new business won and, where possible, the value of business generated.
- Details of their personal contribution to those results, particularly where sales were generated through their own prospecting and business development activity.

Applications should be sent to: recruitment@livingstonfc.co.uk

Livingston FC is an equal opportunities employer.