



SMRC Business Development Manager

Job Title SMRC Commercial Manager
Location Scotland (flexible based around Edinburgh Office)
Salary Competitive, depending on experience. (Full-time)

About SMRC

Established in 1963, the Scottish Motor Racing Club (SMRC) is the only motor racing club in Scotland. The Club organises six to seven race meeting per year for six individual championships, primarily run at Knockhill Racing Circuit, although it also celebrates a handful of special events in other locations south of the border. In addition, the Club has been appointed to run on track activity at motorsport festival events such as the Ingliston Revival and Ignition Festival of Motoring.

The SMRC is currently owned by its members and run by a volunteer Board of Directors. Its aim is to provide high-quality, enjoyable racing for its competitors with emphasis on good value for money and safety at its heart. Some of Scotland's greatest motorsport stars are members and supporters of the SMRC, playing an important role in their own careers development. This list includes Sir Jackie Stewart OBE as SMRC Patron, and Allan McNish as its Honorary President.

Main Purpose Of The Role

Reporting to the club Chairman, the role of the Commercial Manager will be to:

- ▶ Serve as a leader for all SMRC (Scottish Motor Racing Club) commercial activities and the first point of contact for other clubs, commercial organisations, partners and official bodies.
- ▶ Develop and implement a three-year plan which aims to:
 - ▶ Deliver enhanced value and service for existing club members as well as attracting new members.
 - ▶ Increase race weekend participation whilst developing existing and new revenue streams and sponsor relationships for the club.
 - ▶ Deal with SMRC stakeholders and promote the club in all aspects and areas.
- ▶ The successful candidate will be responsible for ensuring that his/her position has become self-sustaining – through the development of new and existing revenue streams - by 2022.



The Person:

- ▶ An experienced manager with previous experience in the Commercial and/or Marketing arena, preferably in a sports related company, or with a club or membership based organisation.
- ▶ An interest, understanding and appreciation of motorsport in the UK is required.
- ▶ The ability to plan, structure and implement budgeted activities whilst networking and seeking out new opportunities.
- ▶ Excellent negotiation, organisation and communication skills.
- ▶ A current understanding of social media, and the ability to use digital channels to promote club activities.

Key Responsibilities:

- ▶ Develop, lead and manage initiatives to grow and sustain event participation and the clubs overall membership.
- ▶ Develop, lead and manage initiatives to grow and sustain the clubs volunteer workforce.
- ▶ Develop new business opportunities, while maximising value and opportunity from existing revenue streams, to increase overall revenue.
- ▶ Reinforce existing commercial relationships and develop new relationships.
- ▶ Raise the profile of the club and circuit based motorsport in Scotland.
- ▶ Oversee club marketing activities and initiatives.
- ▶ Liaise with the SMRC website manager, and provide content for news items and commercial opportunities. Review effectiveness of web based activities and provide input to increase its effectiveness.
- ▶ Provide commercial input into the Club's annual dinner and awards ceremony, and investigate funding and commercial opportunities with this gala event.
- ▶ Develop, manage and implement annual operating plans and monitor their success
- ▶ Attend monthly evening committee meetings and maintain regular communications with the club officers and board of directors.
- ▶ Attend SMRC organised race meetings and competitor /members briefing meetings as necessary.
- ▶ Liaise with the Motor Sports Association, Scottish Motor Sports and other relevant sport organisations (e.g. SACC, Sport Scotland etc) to promote and report on SMRC activities, whilst seeking out business and funding opportunities for motorsport projects.

This role is primarily 5 days per week, with some UK travel and weekend attendance at motorsport events required.