



## **CHIEF EXECUTIVE OFFICER (CEO)**

### **King's Lynn Town Football Club**

#### About King's Lynn Town FC

King's Lynn Town FC is a full-time professional football club competing in the Enterprise National League North.

With a proud history, passionate supporter base and ambitious plans for the future, the Club is seeking an experienced, commercially minded and hands-on Chief Executive Officer to lead its business, commercial and operational activities.

This is an exciting opportunity for an ambitious leader to play a key role in the continued development of one of Norfolk's leading sporting organisations.

#### **The Role**

The Chief Executive Officer will be responsible for the day-to-day leadership and management of the Club's business, commercial and operational activities.

Working closely with the Board, staff, volunteers, supporters, sponsors and key stakeholders, the successful candidate will help deliver the Club's strategic objectives, drive sustainable growth, strengthen community engagement and ensure the Club is well positioned for long-term success.

The role requires a highly motivated individual capable of combining leadership, commercial awareness and operational delivery across all areas of the Club's activities.

## **Key Responsibilities**

### Strategic Leadership

- \* Support the Board in developing and implementing the Club's long-term strategy.
- \* Support the delivery of strategic projects and growth initiatives approved by the Board.
- \* Identify opportunities to increase revenue, improve operations and strengthen the Club's position within the community.
- \* Provide regular reporting, analysis and recommendations to the Board.
- \* Develop annual operational and business plans aligned with the Club's strategic objectives.

### **Commercial Development**

- \* Lead the Club's commercial activities including sponsorship, partnerships, hospitality, events, retail, ticketing and conferencing.
- \* Develop new revenue streams and maximise existing commercial opportunities.
- \* Build and maintain strong relationships with sponsors, partners and local businesses.
- \* Support the continued growth of the Club's digital, retail and supporter engagement platforms.
- \* Maximise utilisation of the stadium and club facilities throughout the year.
- \* Develop and deliver non-matchday revenue opportunities.

### **Operations & Governance**

- \* Oversee the day-to-day running of the Club.
- \* Ensure strong financial management, budgeting and cost control.
- \* Prepare annual budgets, forecasts and management reports for the Board.
- \* Maintain compliance with National League, FA and other regulatory requirements.
- \* Oversee stadium operations, facilities management and matchday delivery.
- \* Ensure appropriate governance, policies and reporting structures are maintained.

- \* Manage relationships with key suppliers, contractors and service providers.
- \* Support the delivery of capital and infrastructure projects where required.
- \* Promote a culture of equality, diversity and inclusion and ensure the Club operates in line with relevant policies and best practice.

### **Leadership & People Management**

- \* Lead and support the Club's staff and volunteer workforce.
- \* Foster a positive, accountable and high-performing culture.
- \* Ensure effective communication and collaboration across all departments.
- \* Support recruitment, development and retention of staff and volunteers.
- \* Create an environment that encourages teamwork, professionalism and continuous improvement.

### **Community & Stakeholder Engagement**

- \* Act as a senior ambassador for King's Lynn Town FC.
- \* Build strong relationships with supporters, community groups, local authorities, educational institutions and governing bodies.
- \* Support initiatives that strengthen the Club's role within the local community.
- \* Help enhance the Club's reputation and supporter experience.
- \* Represent the Club at events, meetings and stakeholder engagements where appropriate.

### **Person Specification**

#### Essential

- \* Experience in a senior leadership, operational, commercial or executive role.
- \* Strong commercial awareness and financial understanding.
- \* Experience managing budgets and delivering sustainable growth.
- \* Excellent communication and stakeholder management skills.
- \* Ability to lead teams and drive organisational improvement.

- \* Strong organisational and project management skills.
- \* Ability to work flexibly, including evenings and weekends when required.
- \* Strong problem-solving skills and the ability to make sound decisions in a fast-paced environment.

#### Desirable

- \* Experience within sport, leisure, hospitality, events, retail or community-focused organisations.
- \* Experience working with Boards or governance structures.
- \* Understanding of supporter-led and community-focused organisations.
- \* Experience leading organisational change and growth.
- \* A passion for sport and community engagement.

#### **Why Join King's Lynn Town FC?**

This is an opportunity to make a genuine impact at an ambitious football club with significant potential for growth.

The successful candidate will play a leading role in strengthening the Club's operations, driving commercial development, enhancing supporter engagement and helping deliver long-term success.

#### **How to Apply**

Please send a CV together with a covering letter outlining your suitability for the role to:

office@kltown.co.uk

Applications will be reviewed on an ongoing basis and the Club reserves the right to close the recruitment process once a suitable candidate has been identified.