



THE YORKSHIRE  
COUNTY CRICKET CLUB



**COMMERCIAL DIRECTOR**  
**CANDIDATE PACK**



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THE YORKSHIRE COUNTY CRICKET CLUB LIMITED IS ONE OF THE MOST SUCCESSFUL CLUBS IN THE WORLD.

Established over 160 years ago, famed for its history, tradition and passion, Yorkshire cricket is renowned throughout the world.

No other county in the history of the game has won more trophies or produced more players for England.

The Club owns one of the premier international cricket venues, which has hosted some of the most iconic matches in the history of cricket.

## OUR VISION

Changing Lives through the  
Power of Cricket

## OUR MISSION STATEMENT

We will put cricket at the heart  
of Yorkshire, inspiring all  
generations to connect with the  
game. From the iconic  
Headingley and into our  
communities, building on our  
heritage and creating a legacy  
that makes everybody proud



## OUR VALUES

### WINNING MENTALITY

We are ambitious in our  
pursuit to be the best.  
Together we define our goals  
and are accountable for our  
success.

### ONE TEAM, ON AND OFF THE FIELD

We unite behind our common  
goals. We have got each other's  
backs, create safe spaces and  
push each other's thinking.

### LIVE THE SPIRIT OF CRICKET

We choose to do things the right  
way, treating everyone with  
respect and fairness. We do  
what we say we are going to do.

### THINK BIG

We are bold and courageous.  
We make brave decisions and  
aren't afraid to do things  
differently.

# ROLE SUMMARY

**Role title:** Commercial Director

**Reports to:** Chief Executive Officer

**Based at:** Headingley Cricket Ground, Leeds

**Job purpose:** As a key member of the Club's executive team, the Commercial Director will provide commercial leadership, insights and strategy that will not only drive income through partners, ticketing, hospitality, retail and memberships, but also develop new revenue streams that will ensure sustained and continued growth for the Club.



# KEY RESPONSIBILITIES



**STRATEGY** Lead the development and successful implementation of all commercial aspects of the Club's strategic plan and Headingley Cricket Ground master plan.

**CULTURE** Drive a strong service and sales culture across the Club.

**LEADERSHIP** Build and lead a high performing commercial department through strong leadership, motivation and development to ensure all targets are met/exceeded.

**VALUE** Build a strong value proposition and framework that maximises the commercial opportunities for the Club and effectively values, packages and sells all Club assets.

**COMMERCIAL** Identify new and improve existing revenue streams and opportunities - both cricket and non-cricket - across retail, concessions, ticketing, hospitality, partnerships, sponsorships, events, concerts, exhibitions and other revenue initiatives.

**SALES** Optimise the product, pricing and sales strategies to maximise both match day and non-match day occupancy and commercial outcomes at Headingley Cricket Ground. Drive advance ticket and hospitality sales aligned to annual targets with a strategy to pull the sales curve forward.

**STAKEHOLDER ENGAGEMENT** Curate strong strategic and commercially successful relationships with potential and existing partners. Manage key commercial relationship including initial contracting of new acquisitions and ongoing contract management.

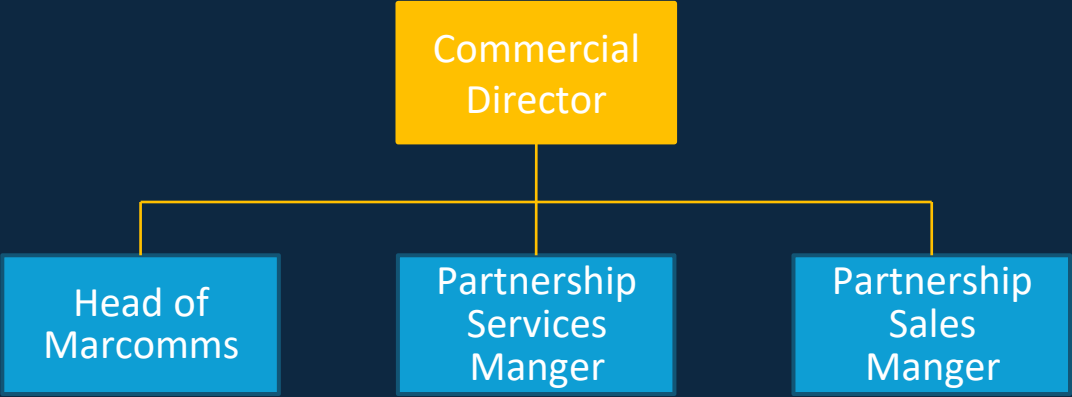
**BRAND** Oversee strategic, data-driven marketing of the Club to grow and diversify brand awareness, engagement and ticket sales.

**MARKETING** Oversee the development of effective and innovative marketing campaigns across all channels through clear audience analysis and segmentation.

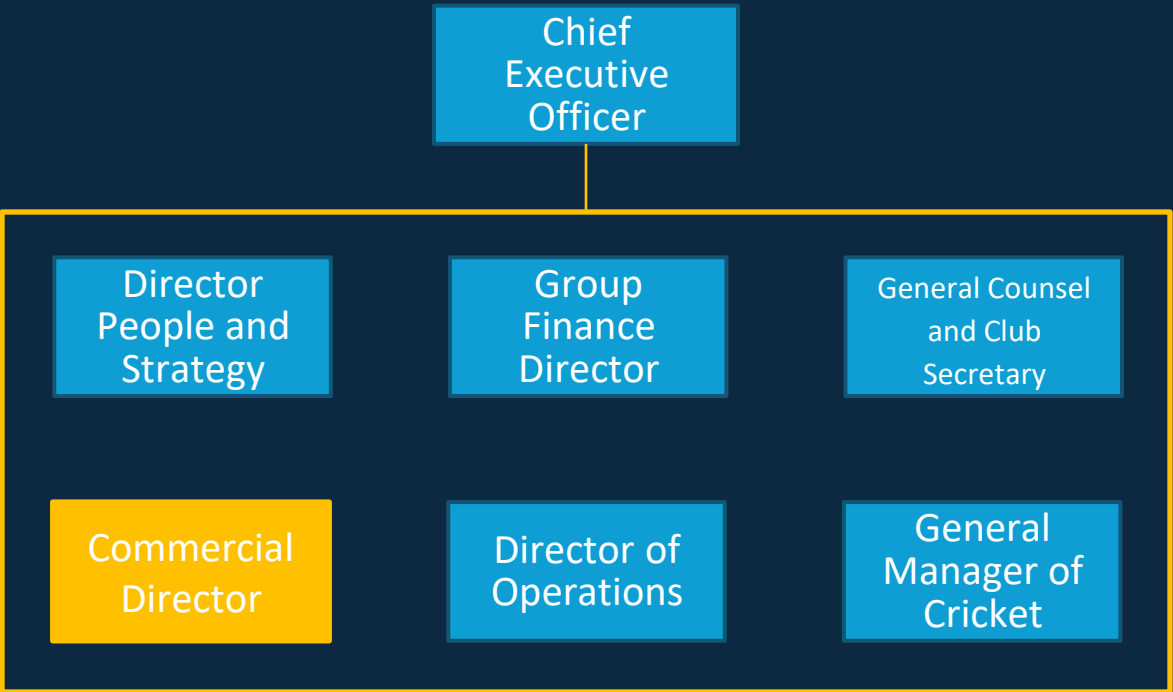
**DATA** Lead best in class data strategy to improve data insights and integration to maximise ROI and alignment with overall commercial and business strategy.

# REPORTING STRUCTURE

The role oversees the Commercial department that currently has with the following direct reports:



The Commercial Director reports directly to the Chief Executive Officer and is a key member of the Club's senior leadership team. As such, the Commercial Director will play an active and critical role in setting the culture, strategy and future direction of the Club.





# SKILLS AND EXPERIENCE

- 10+ years' experience in a strategic commercial role preferably in sports, entertainment or events industry;
- Demonstrable and significant knowledge and experience in the development of commercial strategy that is aligned to overall business strategy;
- Demonstrable experience in the identification and implementation of new and diverse revenue streams and initiatives;
- Strong financial acumen and entrepreneurial mindset;
- Previous leadership experience with a track record of managing and developing high performing commercial teams;
- Strong data competency with the ability to effectively analyse and interpret market and financial data and make informed decisions that drive business growth; and
- Demonstrable experience and/or commitment to delivering the values of safety, fairness, respect, equity and dignity.



# PERSONAL ATTRIBUTES

As well as possessing the required SKILLS AND EXPERIENCE, you will demonstrate an alignment to the Club vision, mission statement and values.

You are a strong leader, able to bring people together to unite behind a common goal, with the highest levels of accountability and collaboration.

You are a creative and innovative strategist who thrives in an environment where you are required to think outside the box and solve problems creatively.

You are an excellent communicator who is able to influence and engage with a variety of diverse stakeholders and bring a strong personal commitment to the Human Rights Values of safety, fairness, respect, equity and dignity.





# APPLICATION PROCESS

For more information and to submit your application, go to:

<https://talent.sage.hr/jobs/e39870c4-1ee8-40fd-8b31-fa06efb42653>

The closing date for receipt of applications is 9am on Monday 4 August 2025.

YCCC follows fairer and safer recruitment practices. Only applicants who submit an application by the closing date will be considered. Shortlisted candidates will be invited to participate in further selection phases including a formal interview and relevant checks.





## CONTACT US

Should you have any questions, require any reasonable adjustments, or wish to arrange a confidential discussion, please direct your initial query to [vacancies@YorkshireCCC.com](mailto:vacancies@YorkshireCCC.com).