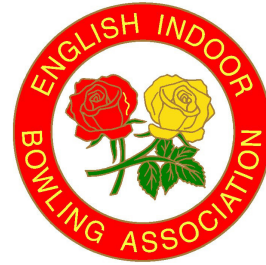


English Indoor Bowling Association Ltd

David Cornwell House, Bowling Green,
Leicester Road, Melton Mowbray
Leicestershire LE13 0FA
Telephone: 01664 481 900 Fax: 01664 482 888

Website: www.eiba.co.uk

General Enquiries: enquiries@eiba.co.uk



Job Description

Director of Commercial

The Director shall be responsible for:

- **Commercial Arrangements**
- **Merchandising**
- **Association Events – AGM, Lunches, corporate hospitality**
- **Publications & Website**
- **Press & Media relationships**
- **Corporate Identity**
- **Commercial Strategic Plan**

1. To manage and monitor the annual budget approved by the Board.
2. To work closely with the Chief Executive in relation to the commercial affairs of the Association.
3. To expand the current merchandising activities from the traditional areas to replica and leisurewear clothing, to include the development of e-commerce via the Associations website.
4. To develop a sponsorship structure where a principle sponsor is supported by a number of 'Official Partners' who in turn be supported by a number of 'Official Suppliers'.
5. To expand the area covered by commercial advertising concentrating on venue boards and regular tournament publications.
6. To develop the methodology of tournament promotion, by advance ticket sales to include multi purchase opportunities.
7. To create the environment for the marketing of rights with regards to television, media and websites for all tournaments that fall under the auspices of the Association.
8. To develop and expand the data held by the Association to assist in commercial partners recruitment.