



**BRITISH
FENCING**

JOB DESCRIPTION

COMMERCIAL OFFICER

BRITISH FENCING

AUGUST 2025

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We want to ensure that everyone has the opportunity to receive clear, understandable information from British Fencing. If you require this document in an alternative format, please contact recruitment@britishfencing.com.



ABOUT BRITISH FENCING

British Fencing is the National Governing Body for the Olympic and Paralympic sport of fencing in the United Kingdom.

Our members are the fencers, clubs, coaches, referees and countless volunteers who make up the British Fencing community. We aim to support them on every step of their development journeys, helping them to realise their goals in a safe, enjoyable and respectful environment. We support all ability levels: beginners, recreational fencers as well as elite international, Olympic and Paralympic athletes.

We understand the vital importance of accessibility, inclusivity and diversity, which we actively promote through our programmes. We believe that fencing is for everyone and through our social impact programmes, we aim to deliver a positive impact on people's lives.

THE ROLE

It is the ambition of British Fencing (BF) to grow the Olympic and Paralympic sport within the six home nations to inspire and enable people to start, stay and succeed in fencing. One of the ways in which we achieve this goal is through strong, sustainable partnership opportunities across education, leisure and commercial sectors.

The Commercial Officer will be responsible for supporting core BF products across these education, leisure and commercial areas, managing administrative processes, relationships and developing new business opportunities. This will ensure that wider BF strategic objectives are achieved within the newly aligned five-year BF strategy to 2030.

The Commercial Officer will play a vital part in attaining new innovative partnerships through outreach activity. They will also support in serving and retaining existing collaborations to grow strong partnership workings, as well as upselling secondary spend opportunities through available BF transactional offerings, e.g. Core Coach, Explore Fencing CPD, Achievement Awards and equipment.



RESPONSIBILITIES

As a proactive and collaborative member of the BF Partnerships Department covering education, leisure and commercial areas, the Commercial Officer will be responsible for:

COACH EDUCATION:

- Leading on BF's Core Coach offer for community delivery, including schools, uniformed groups, educational activity providers and holiday activity providers, in order to grow the fencing workforce.*
- Further developing the Core Coach offering and customer journey, updating available promotional materials and website descriptions.*
- Expanding the Core Coach delivery from existing closed courses to open courses across the country, broadening accessibility and increasing course revenue.*
- Achieving budgeted income where appropriate.*
- Managing Core Coach administration pre- and post-course, ensuring that all resources, systems, finances and certificates have been actioned.*
- Supporting the Coaching & Workforce department with SafeGuard administration for Core, Event and Welfare Officer courses.*
- Managing the BF Achievement Awards offering across clubs, communities and partners, ensuring growth.*
- Working with all Uniformed Groups to further develop and grow a fencing offer across wider demographics, increasing income generation.*
- Supporting the growth of the SwordSeat™ across delivery partners, ensuring that the sport is accessible and inclusive.*
- Liaising with existing equipment partner Leon Paul to organise equipment purchases.*
- Promoting educational transactional offerings, such as Explore Fencing CPD for teachers.*

LICENSE PARTNER PROGRAMME:

- *Building and sustaining strong working relationships with licensed partners to grow collaborations, e.g. PGL and Center Parcs.*
- *Leading on day-to-day administrative and finance tasks for licensed partners, ensuring that delivery demands are serviced and invoiced accordingly on NetSuite.*
- *Monitoring licensed trainers' course delivery through relevant partner dashboards and Smartsheets.*
- *Ensuring that appropriate training needs are met and that licensed trainers are compliant throughout the year.*
- *Updating all necessary Smartsheets when needed to track licensed partner delivery, ensuring that organisations are operating according to their agreement.*

PARTNER PIPELINE MANAGEMENT:

- *Owning the initial outreach stage of the sales pipeline, driving new prospect conversations across products and programmes (start of the sales pipeline funnel), e.g. Core Coach, Licensed Partner Programme, We Are Forging Futures.*
- *Utilising existing systems and processes to monitor activity and outreach.*
- *Using BF's existing CRM (Customer Relationship Management) software to maintain our customer database and handle enquiries.*

ADMINISTRATION:

- *Acting as a customer point of contact for commercial products and services, answering initial enquiries.*
- *Completing Teams calls with prospective partners and present offers that suit the customer's needs, taking a consultative approach.*
- *Ensuring that all enquiries are responded to and/or passed on to relevant members of staff in a timely manner.*
- *Ensuring that all appropriate databases and Smartsheets are updated at the correct point in the management process.*
- *Enrolling candidates on relevant learning management systems to access the online BF Learning Zone and Explore Fencing App.*
- *Liaising with the Finance department to support budget management processes and activities.*
- *Collating and providing necessary data for quarterly review documents for department leads when reporting back to the BF Board and CEO.*

MEDIA & COMMUNICATIONS:

- Regularly promoting commercial and partner opportunities across platforms to showcase available products and programmes.
- Driving new business via strategical outreach processes to support in achieving financial objectives.
- Maintaining and updating appropriate websites and comms areas on news sites to ensure that accurate and correct information is being shared with a successful customer journey.
- Creating weekly content for new posts on websites, social media stories and email comms to the fencing community, sharing best practice.





PERSON SPECIFICATION

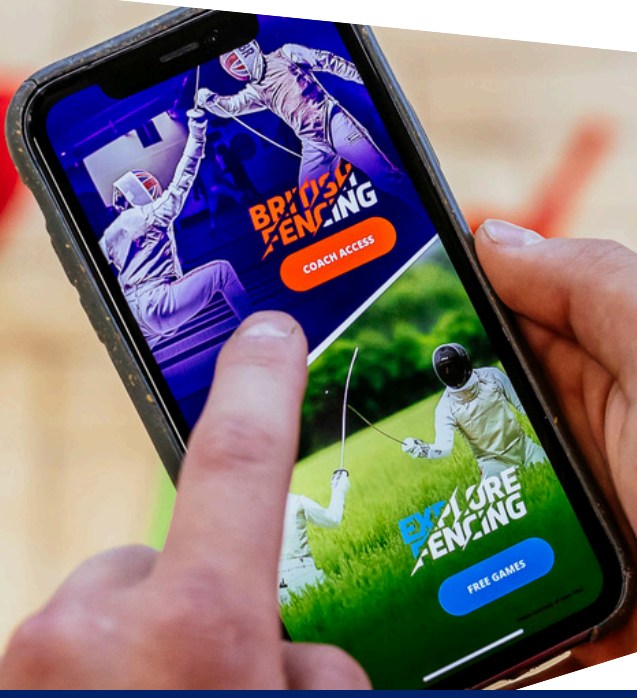
ESSENTIAL

- Previous experience in an administration or officer role, ideally in a sport or leisure environment.
- Strong organisational skills with the ability to manage multiple processes at a time across systems.
- Ability to communicate internally with colleagues and externally with customers in a professional and clear manner.
- Ability to work under pressure and to adopt a flexible approach to working.
- Strong desire to excel at whatever task is at hand.
- An interest in sports development at grassroots level.
- Proven track record in a stakeholder-facing management role with experience in managing demands and timelines to deliver measurable outcomes.
- Experience of working with remote individuals/teams to deliver agreed objectives on time and budget.
- Positive and flexible work attitude with the ability to meet the needs of the organisation.

- *High levels of IT literacy, particularly with Microsoft Office 365 products.*
- *Self-motivated, creative and a forward thinker.*
- *Highly literate and numerate with excellent attention to detail.*
- *Excellent presentation, communication (written and spoken) and influencing skills.*
- *Excellent interpersonal skills, able to communicate and collaborate with a wide range of stakeholders.*
- *Strong commitment to EDI and Sport Integrity.*
- *Ability to work occasional evenings and weekends, if required.*
- *Flexibility to travel within the UK.*

DESIRABLE

- *Previous experience working in a fast-paced environment and with autonomy.*
- *Evidence of continued professional development (CPD).*
- *Knowledge and experience of the sports industry, ideally within an NGB.*
- *Ability to show previous commercial success through the growth of products and programmes.*
- *Previous experience working with Customer Relationship Management systems (CRM).*



FURTHER INFORMATION

Our objectives include:

A pathway to international success.

Through our GBR Pathway programme, supported by Sport England and UK Sport, our athletes are producing some of the best results in recent history and we are excited about the prospect of supporting them to future Olympic and Paralympic success.

Maximising the wider benefits of fencing and its positive impact on people's lives.

Our flagship Muslim Girls Fence project has been running for nearly eight years, and is currently delivered in four cities across the UK and was featured in the 2023 This Girl Can campaign. Our new Fencing For Change project, using fencing to improve physical literacy and reduce social isolation for children with autism, is also expanding. We will continue to explore opportunities for fencing to be used as a tool for social change.

Accessible and inclusive swordplay opportunities delivered via partnership programmes.

We support activity providers who together deliver over 300K unique fencing experiences every year. We have also developed and recently launched our Ofsted-aligned We Are Forging Futures personal development programme for schools, giving young people the chance to experience fencing whilst building resilience and self-efficacy. We have ambitious plans to improve and grow the opportunities for young people to participate in fencing.

A stronger, empowered, diverse and inclusive community of 30,000 fencers, volunteers, coaches and supporters.

We will continue to build our community, supporting them to deliver and participate in inclusive fencing opportunities across the UK, founded on our principles of 'Be Safe, Have Fun, Feel Welcome'.



HOW TO APPLY

To apply for the role, please email your CV with a brief cover letter (ideally as one document) to: recruitment@britishfencing.com.

If you would like to discuss the role or the application, please email us on the same email address to arrange a call or ask a question.

We welcome applications from all sections of the community, regardless of age, race, colour, sex, marital status, religion, ethnic origin, nationality, disability or sexual orientation.

Closing date: Sunday 31st August 2025

1st stage interviews: Wednesday 17th September 2025

2nd stage interviews: Thursday 18th September 2025

Remuneration: £28,600

Contract type: Full time (35 paid hours per week)

Location: Flexible, with in-person attendance at meetings in London twice a month.

Please note this role does not include an offer of visa sponsorship.

