

Chief Executive Officer: Candidate Brief



About SønderjyskE Fodbold

SønderjyskE Fodbold, established in 2003, has continuously competed at the highest level of Danish Football for the past 13 seasons. The Club plays its home matches at the 10,000-seat Sydbank Park Stadium in Haderslev, South Jutland. The Club has achieved significant success in the past 6 seasons, including a silver medal in 2016, two qualifications for the Superliga playoffs (Top 6 finish), two qualifications for the UEFA Europa League, and in 2020 the Club were crowned Cup Winners. The Club maintains a long-standing relationship with Elitesport, which also owns Handball and Ice Hockey teams. The core values of the SønderjyskE Group include unity, humility, hard work and responsibility.

The Club is 100% owned by a US-based Group which owns two additional European clubs: Spezia Calcio AC, which competes in the Italian Serie A, the highest League of Italian football; and Casa Pia AC, which competes in Portuguese Liga Pro, the Second Division in Portugal. Unique opportunity to leverage institutional relationships, synergies and resources across all three Clubs.



Job Purpose

With a very broad mandate, this is a rare opportunity to lead a storied Football Club for one of the pre-eminent Ownership Groups in European football. The CEO will be the driving force in developing, executing and monitoring the Club's business plan together with the Group ownership and Club's Board of Directors. Key aspects of the role include commercial revenue growth, financial oversight, maintain a broad range of internal and external relationships and infrastructure project management.

Reporting Structure:

Primary report directly to ownership Group. Secondary report to Club's Board of Directors.



CEO: Primary Responsibilities

- Management and motivation of the entire company in which visibility, well-being, and great performance culture are key.
- Maintaining positive relations with key stakeholders, including the sponsors, media, fans, municipality, Club employees and players.
- Grow commercial operations including new and existing sponsors, ticketing and in-game revenue, and identifying new revenue streams.
- Oversee all staff, internal processes, administration, communication, gameday operations, and the overall development of the Club.
- Responsible for financial budgeting and reporting.
- Close coordination with Elitesport, with whom the Club has an existing management agreement, and its employees.
- Develop and execute a masterplan to improve the Club's home stadium and training facility together with Ownership, the Board, and the Municipality.
- Develop and implement Club's media and marketing strategy.
- Develop, together with key Club staff, effective and efficient day-to-day management of football operations.



CEO: Primary Responsibilities / Compensation

- Develop, together with Academy staff, a strategic plan to yield tangible results on youth development over the short, medium, and long term.
- Maintain other relationships, such as Haderslev municipality, the mother club HFK, other cooperating clubs the DBU, the Danish Federation, and UEFA
- Expectation of participation and visibility on game day both before and after games.

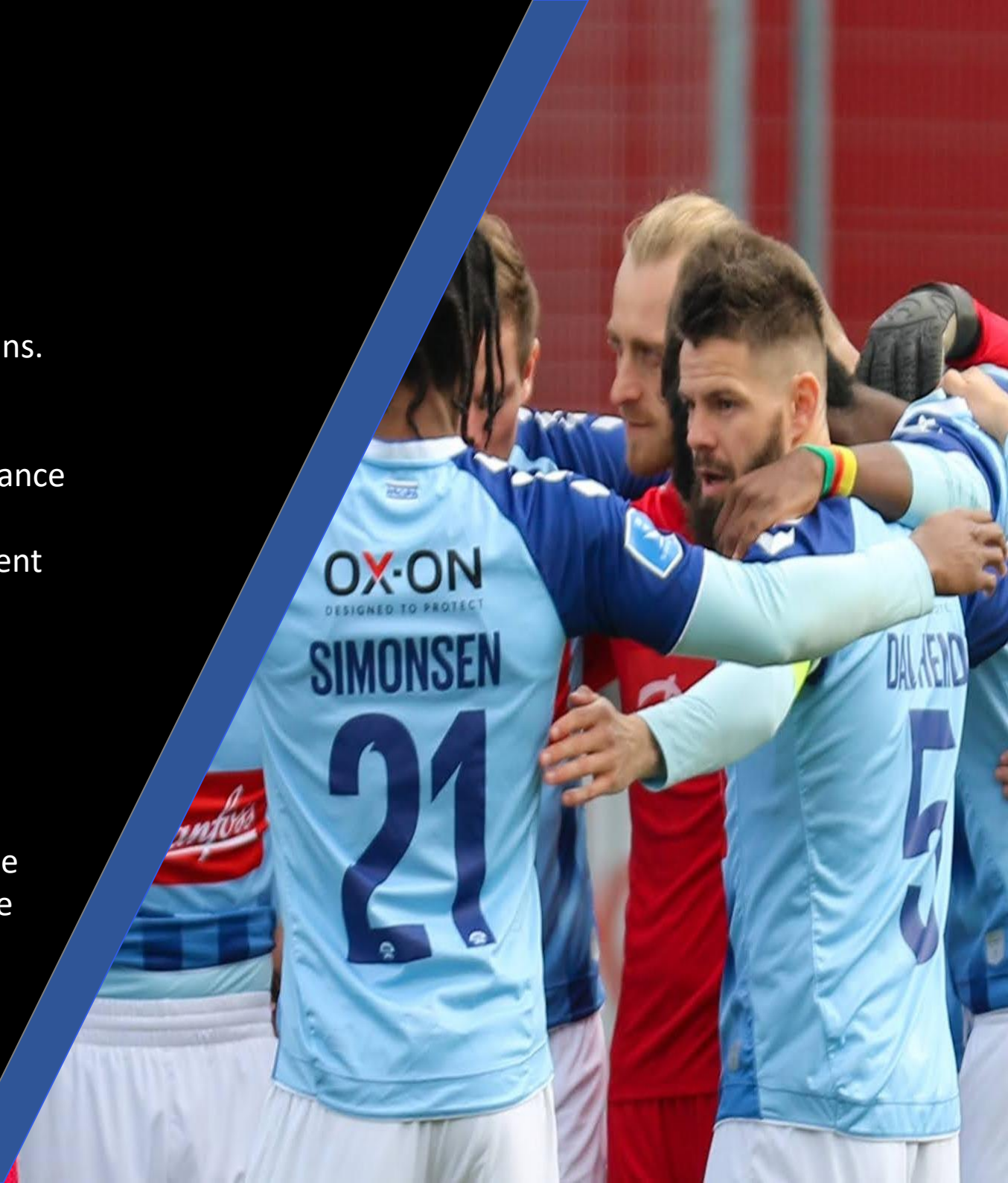
Compensation and performance management:

- A market competitive salary plus a performance-based bonus structure based on both Club performance and a bundle of KPIs such as commercial revenue growth, infrastructure project management and other business KPIs.
- HR benefits are provided by the Company.



CEO: Required Skills & Experience

- Must have experience managing a P&L, budgeting, and reporting.
- Experience negotiating contracts.
- Proven experience as CEO or in other managerial position.
- Experience in developing, overseeing and implementing business plans.
- Strong understanding of corporate finance and performance management principles.
- Familiarity with diverse business functions such as marketing, PR, finance etc.
- In-depth knowledge of corporate governance and general management best practices.
- Analytical abilities and problem-solving skills.
- Sound communication, networking and public speaking skills.
- Prior experience working in football is helpful, but not mandatory.
- Knowledge about the region of Soenderjylland would be an asset.
- Language: English and Danish, fluent in both writing and orally.
- Domicile: The candidate is expected to live or take up residence in the local area or alternatively within reasonable driving distance from the Club.





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