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| Job Title | Partnerships Sales Executive  |
| Reporting to | Senior Partnerships Sales Manager |
| Location | The Hawthorns (Stadium), West Bromwich, B71 4LF |
| Line Management Responsibility | None |
| Main Purpose | To achieve an individual seasonal sales revenue target which will be set by the Head of Commercial prior to the start of each football season. |
| Working Hours | Full time, 37.5 hours per week (Monday to Friday)Matchday attendance may be required, as well as occasional work on evenings, weekends and/or bank holidays as required and in line with business needs (Time in lieu received for additional hours) |

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| DUTIES & RESPONSIBILITIES |
| The Partnerships Sales Executive will be tasked with generating advertising and sponsorship sales for the Club, with outbound sales activity being an important function of the role.You will be expected to be self-sufficient in terms of lead generation, which includes:* Research/analysis of potential brands/companies the Club should engage with.
* Keeping up to date with market trends, business news and the regional advertising market.
* Collaboration with other commercial departments to identify potential targets for cross-sell
* Actively seeking and attending additional networking opportunities.

The candidate will be expected to manage a pipeline containing detail of all discussions with companies, which will be used to report sales progress to the Senior Partnerships Sales Manager and Head of Commercial. From time to time, the candidate will also be expected to contribute to the department’s wider sales activity by: * Undertaking analysis on specific sectors & collating contact lists
* Calling companies within target sectors to gather insight on their advertising requirements.
* Presenting findings in a clear and concise manner.
* Creating proposals for prospective sponsors.
* Supporting the department in any other partnerships related activity.

Other responsibilities for this role include, but are not limited to the following: * A significant amount of time of time dedicated to outbound sales activity.
* Where necessary, attend meetings away from the Hawthorns to discuss advertising propositions with prospective sponsors. As such the candidate will need to be confident with selling in person.
* On occasion, there will be events that take place on a weekend or evening that you will be required to attend.
* To contribute positively to the Clubs vision and culture
* To fully participate in annual and mid-term appraisals.
* To carry out all responsibilities with due regard to the Club values and all policies and procedures, in particular Health & Safety, Equality and Diversity and Safeguarding.

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned to the employee from time to time; or the scope of the job may change as necessitated by business demands. |
| PERSON SPECIFICATION |
| Essential Criteria | **Desirable Criteria** |
| * Track record of hitting individual sales targets
* New business acquisition activity undertaken
* Direct client relationship management activity
* Excellent communication skills both written and verbally
* Full driving license
* Right to Work in the UK
 | * Knowledge and experience of the football/sports hospitality and events industry
* Ability to produce presentations and present orally to clients at all levels of key decision makers/management
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**Equality and Diversity**

West Bromwich Albion FC is an equal opportunities employer and is committed to provide equality and fairness for all employees and opposes all forms of unlawful and unfair discrimination and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.

West Bromwich Albion Football Club also welcomes applications from suitably qualified members of the armed forces family.

**Applications will only be accepted when received through our online vacancy platform iRecruit:**

[**https://irecruit.efl.com/vacancies**](https://irecruit.efl.com/vacancies)

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| **Signed** | **Name** | **Date** |
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**Safer Recruitment**

West Bromwich Albion is committed to safeguarding and promoting the welfare of children, young people and adults at risk, therefore expects all staff and volunteers to share this commitment.

WBA’s Safeguarding, Equality and Whistleblowing policies can be accessed here <https://www.wba.co.uk/club/about-us/club-policies>

It is unlawful for the Club to employ anyone who is involved with regulated activity who is barred from doing so and we will carry out rigorous pre-employment checks and screening.

A Enhanced DBS, References, Qualifications, Proof of Identity and Right Work in the UK checks will be required and carried out for this post.