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| Job Title | Senior Partnerships Sales Manager |
| Reporting to | Head of Commercial |
| Location | The Hawthorns (Stadium), West Bromwich, B71 4LF |
| Line Management Responsibility | None |
| Main Purpose | To achieve the department 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 Senior Partnerships Sales Manager will be tasked with leading the WBA Partnerships Sales Team across all markets, overseeing all new business acquisition efforts around principal partnerships, official partnerships and regional partnership opportunities.  The candidate will be expected to deliver the department seasonal sales revenue target by managing the following responsibilities:  • Take ownership of the Principal Partner sales strategy in close partnership with the Head of Commercial.  • Be an active sales person for the business, ensuring they are building and maintaining strong external relationships with decision makers at brands with the ultimate objective of converting partnerships.  • Build and maintain strong internal relationships to create the best path for securing new partners, working closely with key stakeholders to ensure alignment and adequate support for all sales conversations  • Execute a global prospecting strategy and ensure its successful implementation.  • Manage market-specific nuances and adapt the global sales strategy to align with local needs.  • Support the transition of partner prospects from the negotiation phase to launch and beyond.  • Ensure effective reporting procedures are in place around prospecting and pipeline management that can be submitted to the Head of Commercial on a frequent basis.  • Collaborate with the Head of Commercial to continuously improve WBA’s sales strategy and support the partner renewal process.  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, attending meetings away from the Hawthorns to discuss partnership propositions with prospective sponsors. * 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 and team sales targets for a sports rights holder * Knowledge and experience of the sports sponsorship industry. * Ability to produce presentations and present orally to clients at all levels of key decision makers/management * New business acquisition activity undertaken * Direct client relationship management activity * Excellent communication skills both written and verbally * Organised and methodical * Full driving license * Right to Work in the UK | * Prior experience of managing a sponsorship sales team | |

**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.