



Job Advert

Senior Partnership Sales Manager

Vacancy Reference No: 15

Job Purpose:

The Senior Partnership Sales Manager, will be a key role in the acquisition of new business revenue, based in Sheffield. This is an exciting opportunity to join a dynamic and expanding company and the successful candidate will be rewarded with competitive remuneration and the potential for career progression.

Reporting to the CEO, this position will play a major role in proactively developing a pipeline of long term, high value multifaceted corporate partnerships that maximise income, value and influence for the Club.

Through the understanding of the Sheffield Wednesday brand and club attributes, this individual will seek partners that will positively promote and expose the Club and help build its fan base across key markets. The individual will support increasing the awareness of our commercial proposition across key markets by extending our network of key stakeholders and influencers.

Principal Accountabilities:

- Work closely with other members of the commercial team in compiling target lists and making initial approaches
- Use knowledge of markets and brands to develop target lists including contact details in target sectors across key markets
- Create bespoke presentation materials for each meeting which will include close liaison with various departments
- Package club assets and content in line with the brands objectives to create bespoke proposals
- Work closely with the CEO to negotiate terms for new business partnership contracts
- Build a clear strategy to grow the business
- Proactively developing a pipeline of long term, high value multifaceted corporate partnerships that maximise income, value and influence for the Club
- Turning ideas into commercial projects which generate revenue
- Lead negotiations and pitch processors to secure a range of new corporate partnerships
- Forge relationships with other sports and sports marketing professionals across the global sports industry
- Connect with fans through their passion for the club and the game, creating additional revenue streams
- Preparation of sales material and commercial concepts in collaboration with other departments; data intelligence, creative & account management
- Data analytics - In preparation of commercial proposals & quotations data & research management of contract valuation for marketing campaigns
- Sales Forecasting - Forecasting, and planning of sales targets for key markets
- Digital Marketing Trends – On top of latest digital media developments, emerging technologies & trends and consumer behaviours to proactively direct current and future marketing plans
- Drive positivity whilst having the ability to remain calm in an often-pressured environment



Candidate Requirements:

Essential:

- Must have experience in selling creative, high value, content driven digital advertisements and event sponsorships.
- Proven record of successfully negotiating contracts with senior management/board level

Desirable:

- Background in football or sports sponsorship
- Bachelor/Master's degree in Marketing or equivalent experience

Skills:

- Confident presentation skills
- Excellent sales and negotiating skills
- Creative and entrepreneurial
- IT literate - MS Word, Excel, PowerPoint and Outlook
- Strong leadership skills
- Exceptional communication skills

If this role appeals to you and you would like to become part of the Sheffield Wednesday family, please send your CV to vacancies@swfc.co.uk Submitted CVs must contain at least two references and should specify current salary and salary expectations.

Closing date: 4th May 2018