

Head of Partnerships Job Description

| Job details | |
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| Job title: | Head of Partnerships |
| Location | Bristol Rovers football club, Memorial Stadium Filton Avenue Bristol BS7 0BF. You will also be required to attend home match days as and when required |
| Hours: | 37.5 hours per week (this is a Senior position; flexibility and occasional additional or unsocial hours are a requisite of the role). You will be expected to work all home match days. |
| Responsible to: | Director of Commercial |
| Team: | Commercial |
| Responsible for: | Partnership executive & hospitality sales executive |
| Job Purpose: | Responsibility for developing and driving the Club's partnership, sponsorship and premium matchday strategy, ensuring all opportunities for new revenue generation within partnerships and sponsorship is maximised, whilst maintaining strong relationships with the Club's existing partners and clients. |
| Working conditions | Office based. |
| Remuneration details | Competitive salary and benefits |
| Relationship & Reporting Lines: | <pre> graph TD DC[Director of Commercial] --> HP[Head of Partnership] HP --> HSE[Hospitality sales executive] HP --> PE[Partnership executive] </pre> |
| PRINCIPLE ROLE AND RESPONSIBILITIES | |
| 1. | Responsible for driving partnership, sponsorship and premium matchday revenue streams. |
| 2. | Clearly define target markets and measurable business development activities to increase sales, build and enhance long term client relationships, attract new customers, and ensure high levels of repeat business are achieved |
| 3. | Work alongside the Club's marketing and media teams, to grow BRFC revenue and partner brands delivered by the Club's digital platforms – website, app, streaming |



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| 4. | Lead partnership account management team to ensure highest levels of service for commercial partners |
| 5. | Account manage the Club's major partners |
| 6. | Identify opportunities to streamline processes and systems. |
| 7. | Drive innovation around new commercial opportunities and commercial department's systems and processes |
| 8. | Provide board level reporting on the areas of success and areas where improvement is needed. |
| 9. | Building and maintaining lasting relationships with partners and sponsors |
| 10. | With the sales director, set and effectively communicate and report on budgets; ensuring that income and expenditure is within business plan targets. |
| 11. | Represent the Club at relevant industry and related sector events |

Person Specification

| Knowledge | | Essential | Desirable |
|-----------|---|-----------|-----------|
| 1. | Educated to degree level or equivalent | | ✓ |
| Skills | | Essential | Desirable |
| 2. | A strong background sales | ✓ | |
| 3. | A background at working in a professional sports environment | | ✓ |
| 4. | Excellent business acumen, with experience in understanding the analysis of data | ✓ | |
| 5. | Excellent people and communication skills, with the ability to influence and engage at a senior level | ✓ | |
| 6. | Excellent planning and organisational abilities | ✓ | |
| 7. | Ability to build and maintain strong and long-lasting relationships | ✓ | |
| 8. | Experience in driving high standards of service and performance within team members | ✓ | |
| 9. | A willingness and ability to work flexibly in a friendly, fast-paced, and dynamic environment | ✓ | |
| Other | | Essential | Desirable |
| 10. | Excellent IT Skills. | ✓ | |
| 11. | Proven track record of exceeding sales targets and ability to manage a large budget. | ✓ | |



| 12. | Self-motivated and able to act on initiative. | ✓ | |
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| 13. | Able to work outside office hours as suits the venue needs | ✓ | |
| Personal Attributes/Values | | Essential | Desirable |
| 14. | Resilient, with the ability to handle adversity and challenge in a positive way. | ✓ | |
| 15. | Highest levels of personal integrity and ability to maintain trust, sensitivity, and confidentiality. | ✓ | |
| 16. | Able to work independently and as part of a team. | ✓ | |
| 17. | Demonstrate an ability to foster a positive, values driven culture, where staff at all levels are supported and empowered to succeed. | ✓ | |
| 18. | Flexible and adaptable attitude towards work. | ✓ | |
| 19. | Innovative thinker with a drive to continually improve. | ✓ | |

Safeguarding Statement

Bristol Rovers Football Club is committed to safeguarding the welfare of children and adults at risk and require all employees to share this commitment and promote the welfare of these groups. Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). Appointment to this role is subject to a satisfactory Enhanced DBS Check (with children's barred list check) and references.

Equality Statement

Bristol Rovers Football Club is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, ethnicity, religion or belief(s), gender, gender identity or expression, sexual orientation, marital status, disability, age or with regards to pregnancy or maternity.

Email Cover letter and CV recruitment@bristolrovers.co.uk

Closing Date of Applications:- November 1st, 2024