



# Role Profile

## Partnership Sales Manager

**Role Reports To:** Head of Partnership Sales

**Role Purpose:** To deliver commercial growth through the acquisition of new Club commercial partners, which will require you to build strong relationships with external parties and coordinate the sales process from first contact to successful lead conversion. You will work alongside key internal stakeholders to provide compelling partnership propositions and sales materials that help the Club successfully convert leads and increase the value of the commercial partnership portfolio.

### Main Responsibilities and Accountabilities

#### Sales Outreach

- Work with the Head of Partnership Sales and wider Commercial team to successfully execute the Club's partner acquisition plan and contribute towards revenue growth targets.
- Lead on the sales outreach for defined, pre-qualified target categories and regions, making first contact with targeted brands, arranging meetings to pitch to these businesses, negotiating terms and successfully concluded partnership agreements.
- Coordinate external meetings with potential partners, ensuring that appropriate personnel from the Club are engaged with to maximise the conversion of developing leads.
- Maintain a network of brand contacts that are suitable for the development of new partnership agreements.
- Work with key internal stakeholders on the creation of partnership propositions and commercial packages that ensure Aston Villa's commercial inventory is utilised effectively, consistently and provides maximum revenue return.
- Work with and maintain strong ongoing relationships with relevant agency contacts within the sports marketing industry and ensure parties are kept up-to-date on key club updates and opportunities.

#### Sales Operations

- Manage sales pipelines to ensure all leads are fully explored.
- Contribute towards effective reporting structures that ensure sales outreach progress is being captured and reported to other key internal stakeholders.
- Coordinate with all other commercial personnel in category approaches, ensuring the Club are creating an environment of competitive tension to support growing and maximising total revenue.
- Work with the legal and finance teams to successfully conclude and contract partnership agreements in line with Club policy and process.
- Develop and maintain an understanding of the sales and marketing activities of prospective partners as well as the strategic direction of their business challenges and opportunities, markets, and competitors.

#### Market Intelligence

- Maintain a strong understanding of advertising and marketing channels to determine solutions for prospective partners.
- Maintain a thorough understanding of brand marketing and the sports partnership marketplace to ensure the Club is fully informed of industry trends, and well placed to maximise related opportunities.

#### Policies and Procedures

- Any other reasonable duties and responsibilities which your manager or another senior officer of the Club asks you to perform.
- Work flexible hours as the Club requires, this will include matchday working evenings and weekends
- Demonstrate commitment to Safeguarding by adhering to relevant policies, procedures and values relating to safeguarding children and adults at risk.
- Support the Club's commitment to equality, diversity and inclusion

## Qualifications, Key Skills & Experience

### Essential

- Proven track record of sales success in a business-to-business environment
- Experience of liaising with internal and external clients and stakeholders at a senior management level
- Strong verbal and written communication skills which are clear, concise, and accurate to internal/external stakeholders
- Ability to build strong relationships quickly, both internally and externally and with strong networking skills
- Experience conduct market research, build a sales pipeline, lead generation, contract management and sales completion.
- Experience in working in a fast-paced commercial environment under pressure whilst managing multiple projects simultaneously
- Good knowledge of Microsoft Office including Word, Excel, Powerpoint
- Process driven with good attention to detail and strong analytical/research skills
- Ability to meet deadlines and manage time effectively.
- Possession of level of gravitas with ability to confidently present business cases to senior management

### Desirable

- Partnership sales background for a rights holder or agency within Elite Sport
- Educated to degree level or equivalent
- Ability to follow key trends and apply them and integrate them into a strategic approach
- An ability to adapt quickly, be flexible in the face of change and solution oriented.
- Experience of planning and delivering projects
- Motivated, creative, and innovative
- Proactive and a 'self-starter'
- Ability to work independently and be self-driven within a team structure but also work together as part of a team to achieve a common goal.

*Aston Villa Football Club is an inclusive institution that provides a welcoming environment to supporters, the local community, customers, employees, contacts and competitors. We want to ensure that the Club and all its subsidiaries are free from discrimination of any kind, embracing all regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex (gender), religion or belief.*

*Aston Villa Football Club is fully committed to safeguarding children and adults at risk across our Club. As such, we adhere to Safer Recruitment processes and for some roles a satisfactory enhanced disclosure via the Disclosure & Barring Service may be required prior to starting in a role at the Club. For more information, please see [Aston Villa Football Club | The official club website | AVFC - Safeguarding](#)*