

**JOB TITLE**

Partnership Marketing Manager

**DEPARTMENT**

Partnerships

**RESPONSIBLE TO**

Head of Partnership Marketing

**RESPONSIBLE FOR**

Partnership Marketing Executive

**JOB SUMMARY**

Responsible for the day-to-day management of multiple commercial partners, managing the team to create best in class partnership marketing.

**MANAGEMENT RESPONSIBILITIES**

- Ensure a fit for purpose, individual and departmental Continuous Professional Development programme is in place for all staff and that any DBS requirements are complied with.
- Act as a role model for our values and valued behaviours, leading your team to do the same and appropriately challenging behaviours that do not align to our values.
- In your capacity as a manager, ensure that you and your team(s) comply with all people management policies and processes and that these are applied fairly and consistently.

**ROLE RESPONSIBILITIES**

- Manage a portfolio of principal and global commercial partners, ensuring all contractual obligations are fulfilled.
- Create value for commercial partners through delivery of effective marketing campaigns, implementing a strategic approach in the execution campaigns.
- Generate, develop and communicate new marketing ideas and concepts for effective partner storytelling.
- Work with the digital marketing team develop creative campaigns that drive return on partner investment.
- Work with other members of the Partnerships Team to support renewals.
- Work with internal stakeholders to deliver campaigns to broaden the Clubs international fan base.
- Work with partners to support NU Foundation on initiatives that support the local community.
- Develop authentic professional relationships with Partners, agencies and internal stakeholders.
- Manage budgets and cost of sale incurred in the delivery of partner rights and activations.
- Establish a clear strategic plan for each partner which delivers against their business objectives.
- Work with internal stakeholders including but not limited to, marketing, communications, digital, hospitality, ticketing, stadium operations, football operations and the NU Foundation, to create compelling campaigns for partners.
- Perform duties including, but not limited to, announcement planning, key activations, approval of NUFC brand, use of players and coaches, digital activations, stadium, and training centre access, matchday activations, access to archive and VIK Management.

**ROLE RESPONSIBILITIES CONTINUED...**

- Liaise and co-ordinate all partner ticketing and hospitality requirements with central hospitality and ticketing team.
- Work with the Partnership Services team to evaluate partner performance and report on key metrics.
- Create important external business connections through strong networking.
- Keep abreast of marketing and business developments to ensure new opportunities are identified.
- Be responsible for the partnership delivery of all contractual rights e.g. status reports, rights matrix, reporting, finance, presentations, emails etc.
- Ensure that meetings, debriefs, mid-season and end of season reporting are delivered to a best in class standard.
- Any other reasonable duties.

**ROLE REQUIREMENTS**

- Perform duties with due regard to club policies and procedures and legislative requirements at all times.
- Ensure implementation of the clubs health & safety, safeguarding, welfare and equality policies to create a safe working environment for all.
- Maintain an awareness of data best practice and ensure working practices are appropriate in collaboration with club's legal/compliance/other relevant functions.
- Undertake continuous professional development (CPD) training and/or additional training as identified or as required.

**QUALIFICATION & TRAINING****Essential**

- Degree level education in related discipline or equivalent experience

**Desirable**

- Masters level education



## KNOWLEDGE, SKILLS & EXPERIENCE

### Essential

- Extensive experience in marketing and digital campaign delivery.
- Proven experience in managing relationships across different geographies, cultures and time zones.
- Experience of working for a rights holder, agency or governing body.
- IT literate, with a good knowledge of Word, PowerPoint, Excel and Outlook.
- Highly developed communication skills.
- Highly developed relationship/stakeholder management skills.
- Developed problem solving skills.
- Good attention to detail.
- Positive 'can-do' attitude.
- Receptive to learn, maintaining an open mind set to different ways of working.
- Motivated by personal achievement as well as team success.
- Able to work autonomously and remotely when required.
- Willing to work flexibly when required to support activities outside normal business hours with some travel.
- Developed understanding of the contractual process including excellent attention to detail.
- Able to prioritise and manage workload with conflicting deadlines to ensure that there is a prioritised level of support for all Partners.
- Experience of mentoring and developing staff.
- Proven ability to be a source of creative ideation, with a value creation mindset.

### Desirable

- Experience servicing global blue-chip accounts with at a major global sports property.
- Experience in managing a team of people.

## CRIMINAL RECORD CHECK REQUIREMENT

This role does not require a criminal records check (CRC) deemed suitable by the Club.





## GENERAL STATEMENT

All employees of the Club must at all times carry out their responsibilities with due regards to all policies and procedures and in particular health and safety, confidentiality and data protection.

## SAFEGUARDING & WELFARE STATEMENT

The Club is committed to the safeguarding and welfare of all children, young people and adults at risk of harm and requires all staff, volunteers and others associated with the Club to share and endorse this commitment.

As part of this commitment, all staff are expected to undertake regular safeguarding and welfare related training and to ensure the environments in which they work remain safe at all times. This includes ensuring 'best practices' are adopted at all times and incidents or concerns are proactively reported. Safeguarding is considered everybody's responsibility.

## EQUALITY, DIVERSITY & INCLUSION STATEMENT

The Club is committed to equality, diversity and inclusion, encapsulated by the Club's brand United As One, and believes in equal opportunities for all. We expect that all staff, volunteers and others associated with the Club share and endorse this commitment in a positive manner. The club does not tolerate any form of direct or indirect discrimination, victimisation or harassment. Your behaviour must align to the principles of equality as outlined in the Clubs equality policy which can be found at [www.nufc.co.uk/UnitedAsOne](http://www.nufc.co.uk/UnitedAsOne).

## HEALTH & SAFETY STATEMENT

The Club is committed to effective management of the Health and Safety risks to all employees, visitors, supporters, and any others associated with the Club. As part of this commitment all staff are expected to conduct your business in a proactive way that prevents injury and ill health to those who may be affected by your activities.

All staff are expected to undertake regular Health & Safety related training and to ensure the environments in which they work remain safe at all times, with the mindset that Health & Safety is everybody's responsibility.