

# Partnerships Manager

## Premier League Vacancy

**Contract type:** Permanent, Full Time  
**Reports to:** Senior Partnerships Manager  
**Location:** Premier League, Brunel Building, 57 North Wharf Road, London

### Overview

The Premier League's Partnerships team is responsible for relationship management, contractual delivery and activation across all Premier League Partners and Licensees.

The role of the Partnership Manager is to support the delivery of Partner rights across a select group of Premier League Global Partners and Licensees.

### Who we are

The Premier League is home to some of the most competitive and compelling football in the world. The League and its Clubs use the power and popularity of the competition to inspire fans, communities and partners in the UK and across the world. The Premier League brings people together from all backgrounds. It is a competition for everyone, everywhere and is available to watch in 900 million homes in 189 countries.

We have a wide variety of responsibilities. These include organising the competition and its Handbook as well as managing the centralised broadcast and commercial rights. The work we do in conjunction with the Clubs also goes far beyond the 90 minutes. We support and provide a framework for youth development, we protect the organisation's intellectual property, support the wider game and community programmes, undertake international development work and liaise with governing bodies and other leagues.

The Premier League is an equal opportunities employer and strives to create an inclusive culture where talent can flourish. We believe in the potential of everyone and open our doors to those who share those values. All appointments will be made based on merit; however, we particularly encourage applications from women, people from minority ethnic communities, LGBTQ+ people and disabled people.

Our hybrid-working model also allows you some variety on your place of work, offering you the chance to work from home on some days each week. Where possible, you will attend the office or site visits in line with our company policy. All staff liaise closely with their line manager to manage their time appropriately and according to their work and team requirements.

### The role

The Partnership Manager will lead the delivery of Partner rights across a select group of Premier League Partners and Licensees, including (but not limited to) the following areas:

- Manage the day-to-day relationships with selected Premier League Partners and Licensees at a Global level
- Set and measure clear objectives and key performance indicators for selected Partners, Licensees, and their projects
- Manage the delivery of contractual rights with selected Premier League Partners and Licensees
- Drive value for Commercial Partners by supporting activation programmes in line with objectives and ensuring alignment to the Premier League's own strategic priorities

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- Liaise with Premier League Clubs regarding their rights and obligations in relation to central Partners and Licensees
- Manage the approval and delivery of Partner campaigns, including support across Premier League digital platforms
- Collaborate with PL and Partner colleagues in local markets to ensure maximum exposure and activation in key markets
- Managing internal and external resource requirements, including external activation agency and consultant relationships
- Manage the budget requirements and support annual budget projections for selected Partners and Licensees
- Support in the delivery of partnership renewals with key Partners and Licensees
- Optimising the Partnerships Team's systems, processes, and databases to deliver the best possible service for Partners and Licensees
- Working closely with the Senior Partnerships Manager to maximise activation opportunities and the value of the Premier League to all Partners and Licensees

### Requirements for the role

- Proven experience in managing sponsorship activation plans and campaigns for multinational brands / rightsholders
- Relevant experience of account management with an operational focus, strong verbal and written communication skills and proficiency in Microsoft Office
- Excellent relationship and stakeholder management
- Understanding of partnership marketing and measurement and the role that sponsorship plays
- Proven experience of account management with an operational focus Strong verbal and written communication skills and proficiency in Microsoft Office
- Well-organised with an ability to prioritise effectively and work to deadlines
- Attention to detail, proactive and methodical approach to tasks

**Our commitment to safeguarding includes implementing robust safer recruitment procedures to assess the suitability of individuals applying for roles that involve work with children and adults who are or may be at risk of harm.**

**To apply please visit our [careers page](#) and apply with your CV and a cover letter. The closing date for applications is 10 September 2025.**

**We will remove barriers that prospective candidates might face at any stage of our recruitment process. If you have a disability and would like the advert in an alternative format, or would like to talk about how we can adjust the interview process to best support you, please contact [recruitment@premierleague.com](mailto:recruitment@premierleague.com)**