Job Title	Senior Partnership Marketing Executive
Department	Partnership Marketing
Responsible to	Partnership Marketing Manager
Responsible for	No direct reports

Role Purpose	Lead and support with partnership marketing activities for a number of primary and secondary partners across the Men's and Women's football teams.
Your Impact	Enable the Club and its partners to deliver high-quality, insight-driven partnership activity that creates exceptional value, supports the commercial priorities of the Men's and Women's teams and strengthens the experience of partners, stakeholders and supporters.
What You'll Deliver	• Responsible for every aspect of day-to-day partnership delivery e.g., writing campaign briefs, presentations, emails, contact and status reports, admin etc. • Support the strategic planning, delivery and optimisation of partnership marketing initiatives across the portfolio of primary and secondary partners. • Lead a day-to-day relationship of regional partners. Overseeing the execution of complex multi-channel campaigns. • Champion the commercial priorities of the Newcastle United Men's and Women's team, ensuring partner rights are delivered to the highest standard and aligned to broader Club strategy. • Support the development of innovative insight-driven marketing solutions that deliver against partner objectives. • Ensure that the relationship with all Partners is managed efficiently, contractual rights are professionally delivered and that you strive to develop new and innovative ways to deliver exceptional value for both the Club and its Partners. • Oversee the creation and delivery of clear annual partnership plans, ensuring objectives are set, communicated and executed across wider Partnership Marketing team. • Ensure the successful delivery of all matchday Partner assets through management of the LED playlist, VIP guest experiences, experiential

	activations, digital concourse screens, static in-stadium advertising and interview backdrops. • Act Club's lead co-ordinator for delivery of contracted commercial rights from the Premier League, UEFA, The FA and EFL. • Lead integrated partnership marketing delivery across internal stakeholders. (communications, football, legal, digital, social, marketing, ticketing, finance, and operations). • Oversee delivery of the core contractual rights: Announcement planning, campaign planning, approval of NUFC brand, legend, player and coach access, stadium and training centre access, digital activations, matchday activations, access to archive, VIK Management, winter, and pre season tour activity. • Support senior leadership in budget planning process. • Support senior leadership in the organisation and execution of annual partner summit and other high profile partner events. • Co-ordinate all partner ticketing requests with relevant hospitality and ticketing teams. • Ensure direct line manager is regularly briefed on all major developments and initiatives that concern the Partner relationships and activations. • Ensure timely delivery of compelling and insightful partner case studies. • Lead the creation of compelling, strategic partner case studies demonstrating ROI and ROO through clear insight and analysis • Build and maintain strong, influential relationships with partners, agencies and internal stakeholders. • Prioritise and manage workload to ensure that there is a prioritised level of support for all Partners. • Ensure that meetings, debriefs and review and improvement sessions take place on a regular basis. • Provide timely senior review and approval of all creative and marketing assets to meet deadlines and standards. • Ensure all activities are delivered cost-effectively and within budget. • Stay ahead of industry trends to ensure we identify and take advantage of new opportunities. Keep abreast of relevant legislation, regulatory requirements, and codes of practise as they apply to partner promotions. • Any other reasonable duties required to support the delivery of our partnerships.

Key Relationships	• Build and maintain strong, influential relationships with primary, secondary and regional partners and their agencies to plan, deliver and optimise partnership activity. • Collaborate across communications, football, legal, digital, social, marketing, ticketing, finance, operations, hospitality and the wider Partnership Marketing team to deliver integrated activity and contracted rights. • Co-ordinate delivery with the Premier League, UEFA, The FA and EFL in relation to contracted commercial rights. • Keep the Partnership Marketing Manager and senior leadership briefed on major developments, initiatives, budget planning and high-profile partner events.
How You'll Work	• Always perform duties with due regard to club policies and procedures and legislative requirements. • Ensure implementation of the club's health & safety, safeguarding, welfare, and equality policies to create a safe working environment for all; • Ensure working practices are compliant with relevant legislation and data protection legislation and/or general data protection regulations (GDPR) requirements. • Undertake continuous professional development (CPD) training and/or additional training as identified or as required.
What You'll Bring	• Essential • Demonstrable experience, from a sponsorship or marketing background, either for a brand, rights holder or within an agency • Experience in PR, marketing and event management is essential. • Proven ability to manage relationships with senior stakeholders. • Comprehensive knowledge of sports marketing. • IT literate, with a good knowledge of Word, Power point and Excel, with Outlook preferred • Sponsor servicing, marketing, PR, and event management • Communication and interpersonal skills • Stakeholder management • Commercial acumen • Problem solving

	• Confident and conscientious person • Very positive and strong self-belief • Attention to detail is imperative. • Strong team player - able to innovate • Desirable • Motivated by personal achievement as well as team success. • Exhibit drive and personal ambition - able to work autonomously when required • Strategically sound, analytical, sees the big picture, long term thinker.

Qualifications & Development	• Essential • GCSE, or equivalent, in Maths and English Grade 4 and above. • Desirable • Degree in related subject • Undertake continuous professional development (CPD) training and/or additional training as identified or as required.
Pre-Employment Checks	This role does not require a criminal records check (CRC) deemed suitable by the Club. Where a role requires a CRC, this must be obtained by the Club.

Our Commitments

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.

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.