Job Title	Senior Partnership Sales Executive
Department	Commercial
Responsible to	Senior Partnership Sales Lead
Responsible for	NA
Budget:	NA

Role Purpose
To support the Club's commercial growth by identifying, developing and securing new partnership opportunities with brands across local, national and international markets. The role will play an important part in generating new business revenue through proactive prospecting, relationship building and the delivery of compelling commercial proposals. Working closely with the wider Partnership Sales team, the successful candidate will help drive the Club's sponsorship sales and contribute towards achieving The Club's ambitious commercial targets.

Your Impact	Generate sustainable commercial value for the Club by growing the new-business pipeline, securing partnership opportunities and building trusted brand relationships across local, national and international markets.
What You'll Deliver	• Support the Senior Partnership Sales Lead and wider Partnership Development team to deliver The Club's commercial growth targets. • Proactively prospect for new potential partners, contacting key decision makers at targeted organisations for initial conversations around partnership opportunities with the Club. • Identify and research prospective commercial partners across priority sectors and markets. • Create high-quality outreach materials and bespoke proposals to suit needs of individual prospects/brands. • Arrange and attend meetings with prospective partners to introduce partnership opportunities with the Club. • Support commercial negotiations and contracting processes through to deal completion. • Diligently manage an active pipeline to ensure that all potential partnership opportunities are followed up, through management of the CRM system.

	• Develop strong relationships with internal stakeholders to understand available partnership rights and inventory. • Work collaboratively with Commercial Innovation, Partnership Marketing, Legal and Finance teams to support the sales process. • Represent the Club at industry conferences, networking events, matchdays and other Club events. • Travel nationally and internationally where required. • Ensure availability at matchday and relevant large stadium events to build relationships with potential commercial partners and support where necessary. • Any other reasonable duties.
Key Relationships	Build and maintain effective relationships with the Senior Partnership Sales Lead, the wider Partnership Development team, Commercial Innovation, Partnership Marketing, Legal and Finance teams, prospective commercial partners and key decision makers at targeted organisations.
How You'll Work	• Perform duties with due regard to club policies and procedures and legislative requirements at all times. • 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.
Qualifications & Development	
Essential	• Degree in related discipline or equivalent commercial sales experience.
Desirable	• Business Administration / Management / qualification.

Knowledge, Skills & Experience	
Essential	• Demonstrable experience in a sales environment • Passionate about sales • An understanding of sports marketing. • Experience in closing commercial partnerships and achieving business-to-business sales targets.

	• Ambitious and highly motivated to build a career in sports commercial partnerships. • Comfortable operating in a target-driven environment. • Curious and proactive in identifying opportunities. • A confident communicator and relationship builder both internally and externally. • Professional and credible when engaging with senior business leaders. • Team-oriented, collaborative and positive in approach. • Passionate about delivering exceptional results for the Club. • Ability to manage and prioritise your own workload with a proactive approach to responsibilities. • Sound commercial awareness with the ability to clearly and confidently communicate with stakeholders at all levels, particularly when presenting and pitching proposals. • Able to manage confidential and sensitive information with tact and discretion. • Proficient in MS Office products.
Desirable	• Demonstratable experience working in a similar sales role within a professional sporting environment. • Strong willingness and initiative to develop personal skills, industry knowledge and professional capability.

Pre-Employment Checks
This role does not require a criminal records check (CRC) deemed suitable 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.