



Role Profile

Partnership Account Manager

Role Reports To: Head of Partnerships & Activation

Role Purpose: Successfully manage club partners and build best in class servicing processes from onboarding, rights delivery, reporting, budget management, relationship building and renewal practices.

Main Responsibilities and Accountabilities

- Own, maintain and develop key AVFC partner accounts; coordinate weekly status meetings and deliver monthly status reports to each account
- Support Head of Partnerships to manage the departmental budget by ensuring owned partner accounts are organised and expenditures are tracked
- Work with the Head of Partnerships to understand the efficiency and profitability margins of each owned account
- Keep up to date with marketing and sponsorship trends/news and proactively present ideas regularly to partners, effectively working as an extension of their marketing team/agency
- Report regularly and effectively to the Head of Partnerships to ensure owned partner accounts are being successfully managed, rights are utilised and relationships with partners remains strong
- Coordination with key stakeholders (internal and external) to ensure day-to-day maintenance of accounts is conducted in an efficient and timely manner, and to make appropriate recommendations to Head of Partnerships where necessary
- Work with internal departments and external agencies to ensure that all Partner activities are captured and measured in the form of partner case studies. Track activations, demonstrate successes and provide constructive feedback to internal and external stakeholders
- Design and carry out surveys to track fan sentiment and awareness. Analyse survey data and prepare reports of data findings for internal and external stakeholders
- Support Head of Partnerships in developing a series of partner events to engage the full roster, this may include; partner dinner, networking and an industry forum for knowledge share.
- Lead monthly and end of season reviews for owned accounts
- Ensure team shared documents are kept up to date including: rights utilisation tracker, invoice tracker and partnership payment schedule

Key Skills & Experience

- Educated to degree level or equivalent
- Proven experience working within a similar Partnership Account Management role
- Experience of managing multiple client accounts, preferably in a sponsorship or marketing environment with a pride for relationship management
- Experience in working in a fast-paced commercial environment.
- Experience of delivering projects and events
- Process driven with strong analytical and research skills
- Able to work under pressure to tight deadlines, managing multiple projects simultaneously
- Ability to follow key trends and apply them and integrate them into a strategic approach
- Possession of level of gravitas with ability to confidently present business cases to senior management
- Excellent written and oral communication skills
- Possession of level of gravitas with ability to confidently present business cases to senior management
- Good attention to detail and takes responsibility for the accuracy of their work
- Work flexible hours as the Club requires, this will include matchday working evenings and weekends

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