



Role Profile

Commercial Player Activations Manager

Role Reports To: Head of Partnerships & Activation

Role Purpose: Responsible for supporting and delivering the Commercial Department's requirements around access to the first team playing squad and coaching staff. The successful candidate will develop close working relationships with operational staff at the training ground as well as the first team playing squad and staff to ensure impeccable partnerships and commercial rights delivery. In addition, this post will maximise commercial communications into external media on both a regional and national level.

Main Responsibilities and Accountabilities

Player Access

- Organise and deliver player access activations for commercial partners and commercial promotional activities
- Manage and maintain reporting on all player activity to ensure balanced delivery across the season
- Work alongside key training ground personnel to ensure scheduling aligns with first team training and broadcast requirements

Enhance Industry Media Relationships

- Develop and maintain relationships with specialist sports business industry media to ensure partner related news and content receives maximum cut through.

Partnership Media Servicing

- Assist comms with writing, approving, and distributing partner and Club commercial statements, press releases and news reports.
- Preparing media evaluation reports to understand the reach achieved for key press releases
- Ensure partners have access to club photo and image libraries working with relevant internal media team
- Support the marketing team to ensure key campaigns are planned into the communications schedule

Policies and Procedures

- Any other reasonable duties and responsibilities which your manager or another senior officer of the Club asks you to perform.
- Demonstrate commitment to Safeguarding by adhering to relevant policies, procedures and values relating to safeguarding children and adults at risk.
- Support the Club's commitment to equality, diversity and inclusion

Key Skills & Experience

Essential

- Proven experience working in a similar Commercial Media role
- Proven experience developing a commercial media strategy
- A strong commercial acumen is essential
- Successful track record of delivering & planning editorial output
- A proven ability to network across local and national media channels
- Experience of organising media events, such as press conferences, media interviews or commercial activities.

- Ability to communicate effectively and confidently with the media, external agencies.
- Excellent interpersonal skills and thrive in developing relationships building and networking skills
- Experience of working in a fast-paced environment
- Excellent organisation to plan and manage multiple projects simultaneously
- Strong written and verbal communication skills which are clear, concise, and accurate to internal/external stake holders.
- Highly efficient and well organised with the ability to meet deadlines and manage time effectively
- Work flexible hours as the Club requires, including matchdays and working evenings and weekends

Desirable

- A Journalism/Marketing Degree or equivalent
- Good attention to detail and takes responsibility for the accuracy of their work
- Experience of working in a sporting industry
- Experience in working with football managers, coaches, and players

Disclosure and Barring Service Check Requirement

- This role will not be subject to a DBS disclosure

Aston Villa Football Club is an inclusive institution that provides a welcoming environment to supporters, the local community, customers, employees, contacts, and competitors. We want to ensure that the Club and all its subsidiaries are free from discrimination of any kind, embracing all regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex (gender), religion or belief.

Aston Villa Football Club is fully committed to safeguarding children and adults at risk across our Club. As such, we adhere to Safer Recruitment processes and for some roles a satisfactory enhanced disclosure via the Disclosure & Barring Service may be required prior to starting in a role at the Club. For more information, please see [AVFC - Safeguarding](#)