



Role Profile

Partnership Account Executive

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
- Support Head of Partnerships in developing a series of events to engage partners and encourage cross partnership collaborations and learnings
- Assist with delivering quarterly 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
- Lead on the partner ticketing and hospitality requirements, liaising with the relevant departments to ensure all partnership requirements are met.
- 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

Qualifications, Key Skills & Experience

Essential

- Experience of managing multiple client accounts, preferably in a sponsorship or marketing environment with a pride for relationship management
- 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
- Strong verbal and written communication skills which are clear, concise, and accurate to internal/external stakeholders
- Ability to be flexible with work duties and hours as required by the team and business
- 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

Desirable

- Educated to degree level or equivalent
- Proven experience working within a similar Partnership Account Management role
- Ability to build relationships and with strong networking skills
- Ability to work independently and be self-driven within a team structure but also work together as part of a team to achieve a common goal.

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 [Aston Villa Football Club | The official club website | AVFC - Safeguarding](#)