



# Role Profile

## Partnership Account Manager

**Role Reports To:** Head of Partnerships and Activation

**Role Purpose:** To be responsible for managing the 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 the 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
- 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 in working in a fast-paced commercial environment under pressure whilst managing multiple projects simultaneously
- Process driven with good attention to detail and strong analytical/research skills
- Ability to follow key trends and apply them and integrate them into a strategic approach
- Strong verbal and written communication skills which are clear, concise, and accurate to internal/external stake holders
- Possession of level of gravitas with ability to confidently present business cases to senior management
- 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](#)*

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