



| JOB DESCRIPTION | | | |
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| Job title: | Head of Commercial Partnerships | Contractual status: | Permanent |
| Hours of work: | 35 hours per week: Monday – Friday, 9am – 5pm | Salary: | Competitive |
| Location: | Turf Moor, Harry Potts Way, Burnley, Lancashire, BB10 4BX | Reporting to: | Commercial Director |

Job Summary:
 To identify, plan and execute new partners through communicating how our ambitions over the medium term will provide a perfect platform for brand storytelling across different platforms. You will aim to grow the quality and quantity of our commercial partners to ensure both short and long-term success for the club.

Roles and Responsibilities:

- Deliver partnership sales**
- Manage complex sales processes end-to-end to secure new partnerships for Burnley FC.
 - Build a strong pipeline with credible brands via network / cold outreach and other means.
 - Create high-end, bespoke proposals for potential partners that are tailored to their business needs and offer opportunities.
 - Host potential partners at and around Burnley FC matches to demonstrate capabilities as a partner.
 - Attend relevant sports and other industry events in the UK and occasionally abroad.
 - Negotiate on commercial terms, including liaising with legal support to ensure deal completion.
 - Develop strong relationships with sponsorship sales agencies.
 - Maintain rigorous tracking of sales activity to inform resourcing and activity prioritisation.
- Collaborate with internal departments**
- Accountable for strong handover and induction of partners to our Partnerships Marketing team.
 - Work collaboratively with Burnley FC internal departments to develop pipeline of assets to take to market including asset identification, audience quantification, valuation and strategic fit for partner categories.
 - Drive and direct research into potential partnership categories, identifying companies and identification strategic fit with Burnley FC.
 - Ensure partnership sales materials continue to meet the high-level industry standards.
- General**
- To be able to work flexible hours where the role of the job requires.
 - To work towards agreed objectives.
 - Comply with all Club policies.
 - Promote the Burnley FC brand and ethos in a professional, strong, and positive manner.
 - Work alongside other team members to support in other areas of the organisation as and when required to promote best practice.
 - Hold a commitment to equality and diversity in the workplace.
 - Willingness to attend training courses to enhance own professional development.
 - Always demonstrate the Club's values.
 - This job description is issued as a guideline to assist you in your duties and is not exhaustive. You may, on occasions, be required to undertake additional or other duties within the context of this job description.



| PERSON SPECIFICATION | | |
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| CRITERIA | ESSENTIAL | DESIRABLE |
| QUALIFICATIONS | | <ul style="list-style-type: none"> • Training on consultative sales methodology or similar sales techniques such as SPIN, MEDDIC, NEAT. • A positive attitude towards professional development and their own learning. |
| EXPERIENCE & SKILLS | <ul style="list-style-type: none"> • An understanding of complex B2B sales cycles. • Knowledge of Commercial Sponsorship Rights within Football. • Knowledge and experience of negotiating terms of sale and securing agreements. • Excellent telephone manner and the ability to articulate complex marketing proposals clearly and concisely. • Ability to create and deliver engaging sales presentations focusing on the customer needs. • Ability to deliver sales pipelines and sales activity with a high level of accuracy. • Proven experience in developing relationships with customers. | <ul style="list-style-type: none"> • A minimum of 5 years' experience in sales-related activities. |
| PERSONAL QUALITIES | <ul style="list-style-type: none"> • Time management skills to be able to plan and regulate workload including the ability to prioritise demands and thrive under pressure. • Excellent communication skills, both written and verbal. • Excellent IT skills including intermediate abilities in all MS Office programmes. • Access to transport for work purposes and to travel to | |



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| | <p>locations throughout the local area.</p> <ul style="list-style-type: none"> • Ability to work within a team and foster good working relationships. • Meticulous standards. • A friendly, positive 'can do' and courteous attitude. • A commitment to the aims, vision, and values of Burnley FC. • Highly motivated, determined, and conscientious. • Enthusiasm, energy, and resilience. • An organised and efficient approach to work. • Flexible, helpful, and responsive. | |
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