



<b>JOB DESCRIPTION</b>			
<b>Job title:</b>	Partnerships Activation Executive	<b>Contractual status:</b>	Permanent
<b>Hours of work:</b>	35 hours per week, usually Monday to Friday 9am – 5pm but flexible to suit the needs of the role. You will also be required to work match days.	<b>Salary:</b>	£Competitive, depending on experience
<b>Location:</b>	Turf Moor, Harry Potts Way, Burnley, BB10 4BX	<b>Reporting to:</b>	Head of Commercial Partnerships

**Job Summary:**

Work with our existing partners to ensure successful activation and support the work of the commercial partnerships team.

**Roles and Responsibilities:**

- Liaise with current partners to ensure partnership rights are delivered.
- Work on marketing strategies with current partners to optimise rights and experiences.
- Work with appointed agencies and partner appointed agencies.
- Work with partnership sales team on a handover process.
- Work alongside the Head of Commercial Partnerships to support the wider team to drive commercial opportunities across all brand sectors.
- Keep team administration documents up to date.
- Research partnership trends and produce industry insights.
- Work with agencies appointed by Burnley Football Club to report on partnership measurement and evaluation.
- Assist with partnership outreach when needed.
- Work with all key stakeholders internally to sign off partnership rights and activation plans and deliver on objectives.
- Assist with the creation of partnership proposals in line with the Club's development plan.
- Host and activate partners on match day.
- To understand and implement the Club's Safeguarding policy, procedures, and best practice guidelines in your role. To use this understanding to ensure safe working practices, appropriate reporting of concerns and contribute positively to a safe environment.
- To be able to work flexible hours where the role of the job requires.  
To work towards agreed Key Performance Indicators (KPIs).
- 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.
- 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.



<b>PERSON SPECIFICATION</b>		
<b>CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<p><b>QUALIFICATIONS</b></p>	<ul style="list-style-type: none"> <li>Degree-level education.</li> </ul>	
<p><b>EXPERIENCE &amp; SKILLS</b></p>	<ul style="list-style-type: none"> <li>Experience working within a brand or sports team.</li> <li>Understanding of brands and how partnerships work.</li> <li>Ability to build and maintain stakeholder relationships at all levels.</li> </ul>	<ul style="list-style-type: none"> <li>At least one years' experience in a similar role at a Premier League football club.</li> <li>Additional language (fluent or mother tongue).</li> <li>Proven understanding of sports business.</li> <li>Experience holding meetings with senior business executives.</li> <li>Account management and / or sales experience or training.</li> <li>Experience working towards and exceeding targets.</li> <li>Understanding of marketing.</li> </ul>
<p><b>PERSONAL QUALITIES</b></p>	<ul style="list-style-type: none"> <li>Confident and dynamic personality.</li> <li>Tenacious problem-solver.</li> <li>Excellent communication skills, both written and verbal.</li> <li>Proficient IT skills including intermediate abilities in all MS Office programmes.</li> <li>Access to transport for work purposes and to travel to locations throughout the local area.</li> <li>Ability to work within a team and foster good working relationships.</li> <li>Meticulous standards with the ability to work on multiple tasks.</li> <li>A friendly, positive 'can do' and courteous attitude.</li> <li>A commitment to the aims, vision, and values of Burnley FC.</li> <li>Highly motivated, determined, and conscientious.</li> <li>Enthusiasm, energy, and resilience.</li> <li>Flexible, helpful, and responsive.</li> </ul>	<ul style="list-style-type: none"> <li>A positive attitude towards professional development and their own learning.</li> </ul>