



VACANCY

Business Partnerships Executive Full Time, Permanent

As a founder member of the Football League (EFL), Bolton Wanderers is a football club that is internationally renowned, having played in all four professional leagues of English football, as well as winning the FA Cup on four occasions.

Following the acquisition of the club in 2019, Football Ventures (Whites) Ltd owns Bolton Wanderers as well as Bolton Stadium Hotel and stewardship of Football Ventures is working towards an exciting and sustainable future. We pride ourselves on doing things differently, with ambitious plans to progress the club in a pragmatic, authentic and inclusive way.

We now have a fantastic opportunity for a passionate individual to join us and be part of the journey as a Business Partnerships Executive. This role will sit within our Commercial team and will be instrumental in driving forward our commercial revenues through excellent account management and by bringing new business into the club. The successful candidate will be results driven, ambitious and have a passion for B2B sales.

As an equal opportunities employer, Bolton Wanderers Football Club is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join us. BWFC seek to ensure that all children and young people are protected and kept safe from harm while they are with staff and volunteers within Bolton Wanderers activities. Everyone at Bolton Wanderers have a safeguarding responsibility to all work colleagues, fans and any vulnerable adults and children.

This position comes with a competitive salary, healthcare and pension package after a probation period. Development opportunities will also be offered for this role. If you think you would be suitable for the role please send your CV and a cover letter to hr@bwfc.co.uk

Closing date for applications: Friday 9th June at 5pm

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Job Description

Job Title	Business Partnerships Executive	Contract Type	Full Time Permanent
Reporting To	Head of Business Partnerships	Department	Commercial
Location	University of Bolton Stadium	Responsible for (if manager)	N/A

Role Purpose

- To work with existing business partners and sponsors to maintain and develop relationships and opportunities.
- To be proactive and establish new season partnerships to drive new business into the football club
- To deliver excellent account management to our business partners ensuring 100% satisfaction on all accounts

Main areas of responsibility

- Build and nurture excellent relationships across your designated portfolio and develop key internal relationships to ensure club partners have what they need for their partnerships to achieve their full potential
- Maintaining partner inventory trackers to drive partner performance through maximum utilisation and effective use of contractual inventory
- Work with the Head of Business Partnerships to build a reporting structure to track partnership performance
- Responsible for selling all matchday sponsorship, pitch side boards and matchday balls
- Responsible for selling LEDs and digital stadium advertising
- Instigating activation ideas, planning the delivery within budget and managing the logistical side including on matchdays
- Working with the Head of Business Partnerships to drive forward the Wanderers Business Club and establish this as a beacon of best practice in the town



- Identify, contact and secure new business partners for the club
- Build a comprehensive and robust sales pipeline and manage the process from initial cold contact, through to the negotiation of rights and ultimately securing sales
- Host and network with potential partners at home matches and attend all appropriate networking events across the region
- BWFC seek to ensure that all children and young people are protected and kept safe from harm while they are with staff and volunteers within Bolton Wanderers activities. Everyone at Bolton Wanderers has a safeguarding responsibility to all work colleagues, fans and any vulnerable adults and children
- Be an ambassador of the Group, providing excellent customer service at all times whilst portraying a professional image
- Perform other duties as required, which are considered relevant to the post and to the objectives of the Group as identified by the CEO and Head of Business Partnerships
- Treat all colleagues as customers ensuring respectful positive outcomes across communications.
- Adhere to and abide by all BWFC policies, procedures and guidelines especially remembering responsibilities to others under Equal Opportunities, Health and Safety, Equality and Diversity
- This post is subject to a DBS disclosure

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Person Specification

Job Title: Business Partnerships Executive

	Essential Requirements	Desirable Requirements
Qualifications		<ul style="list-style-type: none">• Degree in relevant subject
Experience	<ul style="list-style-type: none">• Proven experience in developing relationships with customers• Previous experience selling LEDs and digital stadium advertising	<ul style="list-style-type: none">• Experience within B2B account management in a similar position• Previous experience in football commercial sales
Knowledge, Skills and Qualities	<ul style="list-style-type: none">• Excellent communications skills• Resilience and the ability to cope with rejection• Confident and determined pro-active approach• Ability to flex style to meet the needs of the customer• Strong organisational and planning skills• Ability to effectively prioritise work• Attention to detail	<ul style="list-style-type: none">• Knowledge of commercial sponsorship rights within football