



## Job Description

### Post Title

Partnerships and Commercial Coordinator

### Department/Location

Commercial

### Reports to

Head of Partnerships and Business Development

### Purpose of the Role

To raise the profile of and generate revenue for the Club through effective and sustainable commercial partnerships, advertising contracts, hospitality, and ad hoc events.

The post holder will play a key role in developing effective relationships with clients and all stakeholders, both internally and externally, and portraying a high quality, professional image and experience at all times.

The post holder will also support the Club's aspirations in terms of Equality, Diversity and Inclusion (EDI), by ensuring that all Club partners subscribe to inclusive ways of working and that diversity is a guiding principle in determining those client relationships to develop and maintain.

### Functional Links

**Internal:** Commercial team including Ticket Office and Retail  
Chairman and Board of Directors  
Finance team  
Marketing and Communications team  
All staff and managers in the Club and the Huddersfield Town Foundation

**External:** Local, national and international businesses  
Supporters  
External partners and prospective partners  
Venues and vendors  
Kirklees Stadium Development Limited (KSDL)

### Key Performance Indicators

- Annual targets for commercial revenue are met or exceeded;
- Targets for increasing the diversity of the partnership base are met or exceeded;
- All Commercial activity is delivered within the agreed budget; and,
- The post holder makes a discernible contribution to developing a sustainable commercial model.



## Role Specific Responsibilities

The post holder is required to:

- Support the Head of Partnerships and Business Development in presenting and delivering partner proposals;
- Develop and nurture all partner and supplier relationships with the aim of renewing contracts and upselling additional opportunities;
- Manage relationships with external parties including the English Football League (EFL), printers, and research agencies;
- Work with internal stakeholders including Marketing and Communications, Ticketing, Hospitality, Operations, and Finance to ensure a collaborative and consistent approach to rights delivery;
- Support in the development of mid-season and end of season reports for core partners, which demonstrates fulfilment of partnership contracts, delivery rights, and associated media values;
- Research and keep abreast of best practice in the sponsorship/activation marketplace to ensure the Club remains relevant;
- Support the Head of Partnerships and Business Development, and the Commercial Sales Executive, in managing client accounts;
- Work with the Senior Commercial Manager – Hospitality to fulfil match day hospitality ticketing and itinerary requirements;
- Liaise with the internal catering team regarding match day and event catering numbers;
- Plan and coordinate non-match day corporate events;
- Maintain accurate records of income, to enable effective reconciliation with invoices and payments;
- Issue invoices in a timely manner;
- Develop and maintain effective and professional relationships with internal and external stakeholders; and,
- Maintain a flexible approach to work and be willing to work unsociable hours on occasion to fulfil the demands of the role.

This job description is not intended to be exhaustive and the post holder is required to undertake any other duties as may reasonably be required by the Head of Partnerships and Business Development, the Commercial Director or any other senior leader/Director within the Club, commensurate with the level of the post.



## **Behaviour/Conduct**

The post holder is required to:

- Be proactive with workload and interventions;
- Seek to continually develop their skills and knowledge;
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role;
- Communicate appropriately at all levels;
- Be flexible to fit the development and growth of the organisation;
- Be flexible in hours of work;
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics;
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2018;
- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others;
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people; and,
- Be respectful of others at all times and behave in a non-discriminatory manner, taking account of all protected characteristics, as specified in the Equality Act 2010.

## **Additional Information**

### **Safeguarding:**

Huddersfield Town Association Football Club (HTAFC) Ltd. is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post holder will also be required to undergo Safeguarding Training, to be agreed with the Head of Safeguarding.

### **Equality, Diversity, and Inclusion:**

HTAFC and The Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and Foundation and to be able to achieve their full potential. HTAFC and The Huddersfield Town Foundation have a zero-tolerance approach to any form of discrimination and are committed to the redress of any inequalities by taking positive action where appropriate.



**Accepted by:**

**Name (Printed)** .....

**Name (Signed)** .....

**Date** .....

**This Job Description was prepared in August 2021.**

**The proposed review of this Job Description is July 2022.**

# Person Specification

## Post Title

Partnerships and Commercial Coordinator

Area of Expertise	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Previous and proven track record in successful account management and effective client relationships.</li> <li>• Experience of liaising with people in a wide range of industries and professions, in a polite, courteous and respectful manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience in a sporting environment.</li> </ul>
<b>Education and Training</b>	<ul style="list-style-type: none"> <li>• A good standard of general education including GCSE English and Maths at Grade A*-C/Grade 9-4.</li> </ul>	<ul style="list-style-type: none"> <li>• A degree or equivalent in business or other relevant subject area.</li> <li>• Account management training.</li> </ul>
<b>Specific Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Excellent customer service skills.</li> <li>• Excellent IT skills including proficiency in all Microsoft Office applications.</li> <li>• Confident in speaking to a range of stakeholders, both internally and externally.</li> <li>• Excellent communication skills, both written and verbal.</li> <li>• Strong networking capabilities.</li> <li>• Well-organised with the ability to manage own workload and multiple projects simultaneously.</li> <li>• Able to maintain accurate and up to date records of daily, weekly, and monthly activity.</li> <li>• Able to work under pressure and to meet deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the competitive football landscape in terms of sponsorship sales, existing partnerships and potential opportunities in relation to specific brands and industries.</li> <li>• Knowledge of match day hospitality arrangements.</li> </ul>

Area of Expertise	Essential	Desirable
<b>Additional Requirements</b>	<ul style="list-style-type: none"> <li>• Flexible approach to work and working hours, to meet the demands of the role.</li> <li>• Professional appearance.</li> <li>• Able to travel to a wide range of locations, using own or public transport.</li> <li>• Committed to equality and diversity initiatives, and inclusive practice.</li> <li>• Committed to safeguarding children and young/vulnerable adults, and suitable to work with individuals in these groups.</li> </ul>	