



Job Description

Post Title

Head of Partnerships and Business Development

Department/Location

Commercial

Reports to

Commercial Director

Responsible for

Partnerships Sales Executive

Purpose of the Role

To lead on raising the profile of and generating revenue for the Club through effective and sustainable commercial partnerships, advertising contracts, hospitality, and ad hoc events.

The post holder will play a lead 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
Vendors and venues
Event participants
External partners
Entertainers (musicians, performers, guest speakers etc.)
Kirklees Stadium Development Limited (KSDL)

Key Performance Indicators

- Annual revenue targets for each element of Commercial operations (partnerships, advertising, events, hospitality) is at or above the expected level;
- Targets for increasing the diversity of the partnership base are met or exceeded;

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- 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

Partnerships


The post holder is required to:

- Work with the Commercial Director to develop a monthly plan of activity in relation to client management and further development of partnerships with a range of stakeholders;
- Develop a sales pipeline that targets opportunities locally, nationally and internationally, and which reflects and addresses the Club's requirements;
- Develop and nurture existing relationships to ensure partners are engaged with the Club and have long-term ambition;
- Manage and deliver all hard rights to partners ensuring 100% delivery;
- Proactively sell the Club's New Partner Programme to both existing and new business prospects;
- Actively seek out new partnership opportunities through cold calling, networking and social media, also keeping a log of calls made and following up by telephone and/or email;
- Blend tele-sales and digital prospecting to generate leads to support sales objectives;
- Prepare sales propositions and business cases appropriate for potential partners' brand objectives;
- Follow up face-to-face meetings with clients via telephone and/or email, for administrative purposes;
- Network with existing and prospective clients on match days to promote partnership and other revenue-related opportunities and develop relationships;
- Manage and develop key internal relationships, ensuring commercial plans are supported by stakeholders and supporting functions; and,
- Ensure that all partnership contracts are accurate, issued in a timely manner, and adhere to a standard template, including clauses related to our expectations in terms of equality, diversity, inclusion and CSR.

Leadership

The post holder is required to:


- Support the Commercial Director in developing a commercial strategy that drives revenue across all areas of the Club's business;

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- Line manage the Partnership Sales Executive or other member(s) of the team, as required by the Commercial Director;
 - Ensure the Partnership Sales Executive and any other direct reports have clearly defined objectives and key performance indicators against which their progress can be measured and monitored;
 - Work with the Human Resources Manager in relation to any employment matters including the recruitment, induction and development of new and established staff;
 - Work with the Finance department to ensure they are fully appraised of partnerships and associated payment terms, also ensuring timely payment from customers/partners and proactively resolving any outstanding debts;
 - Work with the Finance team in relation to internal and external auditing and accounting requirements, including statutory returns to HMRC;
 - Liaise with other departments, including the Ticket Office and Retail teams, regarding any Club products/services that form part of commercial transactions; and,
 - Act as a role model and ambassador for the department and the Club at all times.

Events and Hospitality

The post holder will:

- Support with organising Club events as required, also liaising with the Marketing and Communications team to create effective advertisements for events and other campaigns, and to create marketing materials such as print and web advertisements, display boards and flyers, as appropriate;
- Work with external partners to co-host events, as appropriate;
- Maintain a professional and productive working relationship with vendors and venues;
- Maintain a client database using available software;
- Oversee events, including problem-solving on the day, welcoming guests, directing the event set-up, communicating with staff and organising vendors;
- Maintain accurate records of income and expenditure for each event, to enable effective reconciliation with invoices and payments;
- Issue invoices in a timely manner;
- Support the Senior Commercial Manager – Hospitality with hospitality sales and all match day hospitality requirements;

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- Proactively sell across the Club's hospitality and sponsorship inventory to deliver the Club's revenue aspirations, also selling match day hospitality and experiences to both new customers and the existing client base; and,
 - Provide regular reports for the Senior Management Team on sales opportunities, potential new Club partners and other aspects of commercial activity as required.

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 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 April 2021.

The proposed review of this Job Description is July 2022.

Person Specification

Post Title

Head of Partnerships and Business Development

Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Previous and proven experience in a leadership role. • Previous and proven track record in successful account management and new business generation. • Experience of liaising with people in a wide range of industries and professions, in a polite, courteous and respectful manner. • Proven experience in an administrative role, including the ability to track sales, payments and outstanding debts. 	<ul style="list-style-type: none"> • Previous experience in a sporting environment. • Experience of holding meetings with CEOs, Directors and other senior professionals.
Education and Training	<ul style="list-style-type: none"> • A good standard of general education including GCSE English and Maths at Grade A*-C/Grade 9-4. • Higher level qualifications e.g. A Levels/other Level 3 qualifications. 	<ul style="list-style-type: none"> • A degree or equivalent in business or other relevant subject area. • Sales and account management training. • Negotiation training.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • Understanding of a typical sales process from initial research to conclusion of a deal. • Proven ability to generate sales leads, working both individually and as part of a team. • Proven ability to engage prospects and deliver sales/ partnerships presentations. • Excellent IT skills including proficiency in all Microsoft Office applications. • Confident in speaking to a range of stakeholders, both internally and externally. 	<ul style="list-style-type: none"> • Knowledge of the competitive football landscape in terms of sponsorship sales, existing partnerships and potential opportunities in relation to specific brands and industries. • Knowledge of match day hospitality arrangements.

Area of Expertise	Essential	Desirable
Specific Skills and Knowledge (Continued)	<ul style="list-style-type: none"> • Excellent communication skills, both written and verbal. • Well-organised with the ability to manage own workload and multiple projects simultaneously. • Able to maintain accurate and up to date records of daily, weekly, and monthly activity. • Collaborative and able to develop positive and productive relationships with colleagues within the organisation, and with prospective clients. 	
Additional Requirements	<ul style="list-style-type: none"> • Flexible approach to work and working hours, to meet the demands of the role. • Professional appearance. • Able to travel to a wide range of locations, using own or public transport. • Committed to equality and diversity initiatives, and anti-discriminatory practice. • Committed to safeguarding children and young/vulnerable adults, and suitable to work with individuals in these groups. 	