

Job Description

Partnership Development Manager (MK Dons Football Club)

Position: Partnership Development Manager	Department: Commercial	Reporting to: Head of Commercial
Salary: £35,000	Contract: Permanent	Hours per week: 37.5 per week, 5/7 days (plus home match and event days)

Job purpose: The Partnership Development Manager will be responsible for leading the acquisition and development of Official Club Partners at MK Dons Football Club. Core partnership sales responsibilities including brand research, outreach, partnership shaping and building, negotiation and contracting. In addition to this focus, this role will include supporting the commercial team in partnership management, and importantly supporting in partnership renewals.

Role Competencies:

Planning Timescales:

- Be a strategic thinker, with the ability to carefully forward plan across short-mid term commercial projects, including 1–3 month sales and pipeline strategy, including partnership sector focus, but also think longer term for partnership renewal and future opportunities.
- Work closely with the Head of Commercial to prepare a seasonal partnership sales strategy to achieve the team objectives ahead of each season.
- Be self-motivated and driven to exceed KPIs as set by the Head of Commercial, with the ability to work individually or as a team.

Decision Making:

- Demonstrate logical commercial judgement, including the ability to confidently make decisions.
- Continually review and shape the partnership product offering, ensuring the MK Dons offering is innovative and suitable to brands at all times.
- Identify and action the correct commercial opportunities to pursue.

Impact and Influence:

- Has the ability to challenge commercial decisions and influence team members and stakeholders.
- Has the ability to quickly impact and support the commercial department to achieve departmental objectives.
- Work with all MK Dons players and staff to ensure all commercial contractual obligations are met.
- Influence all internal sales departments to identify cross selling opportunities across the business.
- Work with internal design and marketing departments to develop effective partnership sales materials.
- Customer relationship management, with focus on delivering satisfaction to our partners.

Skill Level:

- A commercial professional, with strong expertise in sales, and account management.
- Ability to collaborate in a growing commercial team.
- Support the wider team in the management of all Club Partners
- Continually review and assess sales performance, and effectively report activity to the Head of Sales on a weekly basis.
- Continually manage relationships with other internal departments involved in the delivery of the commercial offering.

Communication:

- A strong communicator, harnessing the ability to motivate and inspire through strong verbal and written communication, ensuring clarity, consistency, and collaborative style.
- Exhibit strong communication skills to achieve objectives and to influence and inspire colleagues effectively.
- Deliver communications in a manner that is accessible and suitable for corporate audiences, in particular C-suite executives. Ensuring the club and group reputation is upheld through effective communication.
- Strong communication skill that ensures the Club are presented to clients in a professional manner.
- Work closely with the internal teams to conceptualise and design all sales materials, marketing initiatives and go to market strategy.

Budget Management:

- Accountable for partnership sales budget, including the preparation of and ongoing review to ensure department remain on track to achieve net contribution.
- Support the Head of Commercial to build the MK Dons Partnership budget in line with finance team timescales.
- Accurately report and monitor sales performance through the commercial database, and pipeline sales reporting.
- Monitor commercial management accounts monthly, to ensure the commercial budget is on track to be delivered and net contribution achieved.

Lead and Develop:

- Take part as the active sales controller within the partnership team, ensuring best practice is adopted during the sales process. Leading by example and delivering individual sales targets.
- Continuous collaboration, support and development of the wider commercial team, with the future opportunity to grow the partnership team to include direct reports.
- Lead by example to ensure the commercial team to deliver excellent customer service.

Operating Parameters:

- Responsible for operating within the commercial team strategy, to ensure departmental success, plus the ability to positively impact the wider group business through collaborative focus and awareness of wider business goals.
- Continually seek out and develop new revenue opportunities at all levels.

- Work with Stadium MK colleagues to ensure excellent customer service on match days and at events.
- Continually identify and build new partnership opportunities, accurately reporting on the club database.

Essential and Desirable Job Criteria:

Essential

- Minimum 3 years' experience in pro-active sales environment, ideally in partnership rights.
- Sets high personal performance standards.
- Manages time and resources effectively.
- Prioritises, actions, and manages tasks through to completion.
- Can communicate openly and clearly both verbally and in writing.
- Develop positive working relationships, both internally and externally, at all levels.
- Seeks innovative/creative solutions.
- Strong presentation skills, at c-suite level.

Desirable

- Motivates and inspires others to perform.
- Accepts personal responsibility to make things happen.
- Thinks ahead, developing contingency plans where necessary.
- Has the drive and determination to succeed.
- Contributes and is effective when working with peers.
- Presents powerful arguments which persuade others.
- Expresses confidence in own ideas and networks with others.

Safeguarding - We are committed to safeguarding and protecting children and young people (CYP) and at-risk Adults (ARA) Our expectation is that you will fully accept your responsibility for the safety and welfare of all CYP and ARA by being fully conversant with all our safeguarding policies and reporting anything that does not appear to be correct. The post maybe subject to an enhanced DBS check and yearly self-declarations.

Equality and Diversity – must be able to demonstrate that equality, diversity, and inclusion will be maintained and developed across all programmes and areas of the business.

Competency Total: xx Level: xx