



JOB DESCRIPTION

JOB TITLE: Partnerships Activation Executive
DEPARTMENT: Sponsorship
REPORTS TO: Head of Partnerships
LOCATION: Molineux
HOURS: 37.5 hours per week
DATE: August 2026

We are Wolves. English football's original innovators.

As a founding member of the Football League, we boast one of the richest histories in the beautiful game, shaping modern football while always staying true to our Old Gold roots.

Our purpose is to make our pack proud by uniting our city, inspiring our communities and delivering unforgettable moments.

We challenge ourselves to be brave, embrace new ideas and take ownership of our actions, while earning trust through integrity, respect and humility. United as One Pack, we care for one another, celebrate our differences and work together to achieve more than we ever could alone.

At Wolves, we honour the past, while seizing the future.

We are committed to safeguarding and promoting the welfare of children, young people and adults at risk. We expect all colleagues and volunteers to share this commitment. This means that the post-holder is required to apply all relevant policies and uphold the Club's commitment to safeguarding children, young people and adults at risk

Job purpose

Wolves are looking for a talented Partnerships Activation Executive to join our sponsorship team. You'll work with our Head of Commercial, Partnerships Activation Manager and the sponsorship sales team design, to implement and deliver partner marketing campaigns and strategies through utilisation of Club and partner marketing/promotional inventory.

With a strong focus on delivering partner objectives, the Partnerships Activation Executive will also be responsible for delivering business retention, growth and profitability across the Club's well-established partner's programme.

Your day to day role will be focused on the management of the Club's Official Partners, Regional Partners and player sponsorships as well as leading the management of partners and sponsors across our Academy, Women's and eSports teams.

You will be responsible for strong relationship development and marketing campaign performance through both independent research, knowledge of the partner and awareness of high performance and success within the sports marketing landscape.



Wolves are the ultimate challenger club for challenger brands so you will need to be able to demonstrate that you can think outside the box, this isn't about delivering rights and inventory; this is about understanding our partners, their objectives and challenges and creating experiences and activations to build relationships for short, medium and long term success.

You will report to the Partnerships Activation Manager and your ability to build relationships with partners and sponsors and other departments within the Club will be key in order to effectively design, present and deliver engaging, purpose driven experiences and content for partners and sponsors throughout the Season.

You will be responsible for the delivery of partner and sponsor marketing rights and inventory on matchday ensuring all stadium advertising is delivered as per the partner brief.

Key responsibilities

- Working with the club's sponsorship, marketing, digital and media teams to efficiently and effectively design and create marketing campaigns, content and experience that deliver contractual rights and inventory but support the delivery of partner and sponsor marketing objectives
- Manage partner and sponsor matchday inventory and marketing, ensuring partners advertising and marketing is best in class and delivers high media performance
- Develop close, trusted relationships with the Club's Official Partners, Regional Partners, Wolves Women, Academy and eSports partners and sponsors to support partner activation plans, retention and commercial growth as effectively as possible
- Lead in the delivery of partner and sponsor communications from the Club, monthly newsletters, fixture notifications and matchday invitations
- Support the partnership team with presentation creation, hosting and activation during matchday and non-matchday
- Support the creation, marketing and delivery of sponsorship events (partner days & networking opportunities)
- To present the product in a structured professional way
- To collect data, financial records and statistics to create a variety of reports suitable for use internally and externally in a concise, professional manner

General responsibilities

- Compliance with Club policies



- Compliance with the Club's health and safety procedures
 - Compliance with the Club's safeguarding policies
 - To promote the Club's values
 - To work consistently to embed equality & diversity into the Club
 - To undertake such other duties as may be reasonably expected
 - To maintain professional conduct at all times
-

Key relationships

- Working closely with the Partnership Analyst, Marketing and Media Teams the Partnerships Activation Executive will be required to effectively activate various initiatives throughout the Season.
 - Co-ordinating and presenting partner's activation and promotional campaigns across the Season in a professional, structured manner.
 - Developing close relationships with the Club's Partners and Sponsors to support partner activation plans, retention and commercial growth as effectively as possible.
-

Scope of job

The Partnerships Activation Executive will be responsible for efficiently and effectively delivering partner activation campaigns through inventory and rights utilisation on an individual basis and across the whole Season with campaigns designed to achieve and exceed objectives as defined by the partner.

The job holder will be required to build close relationships with partners to ensure retention and continuous commercial growth across the Football Club, Academy, Women's and eSports Teams.



General responsibilities

- 🏆 Compliance with Club policies
- 🏆 Compliance with the Club's health and safety procedures
- 🏆 Compliance with the Club's safeguarding policies
- 🏆 To promote the Club's values
- 🏆 To work consistently to embed equality & diversity into the Club
- 🏆 To undertake such other duties as may be reasonably expected
- 🏆 To maintain professional conduct at all times

Equality, Diversity, and Inclusion

The post holder will demonstrate a strong commitment to equality, diversity, and inclusion, supporting the organisation's strategic aims to remove barriers and address inequality. You will play an active role in promoting an inclusive, discrimination-free environment that ensures fair access to opportunities and resources. This includes fostering a culture of dignity, respect, and belonging where everyone is empowered to contribute, perform, and reach their full potential.

Safeguarding Statement

We are committed to safeguarding and promoting the welfare of children, young people and adults at risk. We expect all those associated with WWFC to share this commitment. This means that the post-holder is required to apply all relevant policies and uphold the Club's commitment to safeguarding children, young people and adults at risk.



Person Specification

Job Title: Partnerships Activation Executive

Knowledge: the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc

Essential

- Understanding of rights and inventory which typically form the building blocks for Partnership/Sponsorship agreements
- B2B knowledge and/or knowledge of the sports sponsorship marketplace
- An understanding of Safeguarding children, young people and adults at risk and wellbeing considerations.

Desirable

- Understanding of Premier League sponsorship activation initiatives and campaigns

Technical/work-based skills: skills specific to the job e.g. language competence, typing skills, coaching skills etc

Essential

- Confident and articulate communicator at all levels
- Excellent presentation skills and able to present confidently to members of staff at all levels

Desirable

- Utilisation of sponsorship management CRM system as well as Office 365 software to effectively manage inventory

General skills and attributes: more general characteristics e.g. flexibility, communication skills, team working etc

Essential

- Promote, adhere to and implement the Club's Equality Policy and to work consistently to embed equality and diversity within Club.
- Commitment to customer service and detail
- Dynamic, confident, determined, pro-active, organised and methodical
- Ability to work calmly under pressure and as a member of a team and individually
- Understanding of how to work safely with children, young people and adults at risk to uphold Safeguarding best practice.

Desirable

- Ability to understand and adapt to the culture of a professional football club and business

Experience: proven record of experience in a particular field, profession or specialism.

Essential

- Marketing campaign or Event management

Desirable

- Previous experience managing inventory/rights on behalf of a rights holder

Qualifications: the level of educational, professional and/or occupational training required

Essential

- Educated to A-Level, equivalent or higher



Desirable

- Degree in Business Management, Marketing or equivalent