



JOB DESCRIPTION

JOB TITLE: Partnership Sales Manager
DEPARTMENT: Partnerships
REPORTS TO: Partnerships Strategy & Insights Manager
LOCATION: Molineux Stadium
HOURS: 37.5 hours per week, weekdays, inc. all matchdays & events (where necessary)
DATE: September 2025

We are Wolves. Progressive, determined, bright, unified and humble. A pack that is hungry for success. Wolves is one of the fastest growing professional football clubs in the UK and also boasts one of the richest histories in the beautiful game.

Formed in 1877, Wolves was a founder member of the Football League and was one of the country's most successful sides in the fifties and sixties. For two decades the Black Country's most decorated side won three First Division titles and one of its four FA Cups.

Fast forward 70 years and Wolves are back amongst football's elite, in the Premier League for a seventh successive season; but now we compete as a sports and entertainment business across multiple brand verticals. As a challenger club, Wolves dare to be different, which is why creating world-class propositions in esports, fashion and music are all part of our ambitious plans.

At Wolves, we don't simply look to the future, we seize it.

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

The Partnership Sales Manager will join a team of two other Partnership Sales Managers and will be responsible for identifying, contacting, and securing new Partners for the Club.

With a strong focus on our Global and Principal Partnership assets, this role will be responsible for building a comprehensive and robust sales pipeline and managing the full sales process from initial cold contact, through to the negotiation of rights, and ultimately securing deals.

The Partnership Sales Manager will also be required to proactively build relationships with existing commercial customers with a view to increasing revenue across the Club's Partnership Programme.

The role will require the ability to work autonomously, identifying and developing new business via independent research as well as contacting prospects.

Securing meetings, building compelling business proposals, and presenting these to senior decision makers will be a crucial part of this role.

There will be a requirement to host prospects and existing partners at home matches.



Whilst ultimate budget responsibility remains with the Head of Partnerships, the Partnership Sales Manager will be responsible for meeting and exceeding targets and objectives as set by the Head of Partnerships and the Partnership Strategy & Insights Manager.

The role will include the need to deliver sales and incremental revenues across the Club's Partnership Programme, as well as meeting and exceeding business development targets as set by the Head of Partnerships.

Key responsibilities

- Identifying potential partners through individual research, contacting relevant decision makers, securing meetings, delivering presentations, and shaping partnership proposals
- Building and maintaining a strong sales pipeline and delivering revenue across the Club's Partner programme, with a focus on Principal and Global Partnerships
- Work closely with the Partnerships Activation Manager and other members of the Partnerships Team to ensure professional delivery & activation of Partnership rights, thereby maximising retention and renewals
- Work with the Partnership Strategy & Insights Manager to negotiate terms in order to secure profitable and deliverable Partnership contracts
- Weekly reporting of pipeline and sales performance to the Partnership Strategy & Insights Manager and Head of Partnerships

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

- Partnership Strategy & Insights Manager (Line Manager) - The Partnership Sales Manager will be responsible for reporting accurate forecasts, pipeline progression and weekly sales activity to their line manager
- Partnership Sales Managers – The Partnership Sales Manager will work alongside other Sales Managers on securing new partnership deals
- Partnership Activation Manager – Runs Partnership Activation team and will be the main point of contact for partnership delivery
- Head of Partnerships – Department Head who holds ultimate budget responsibility
- Disability Access Officer & EDI Lead
- Safeguarding Team



Person Specification

Job Title: Partnership Sales Manager

Knowledge: Knowledge of sports sponsorship, commercial rights and negotiation

Essential

- An understanding of complex B2B sales cycles
- Knowledge of Commercial Sponsorship Rights within Football
- Knowledge and experience of negotiating terms of sale and securing agreements

Desirable

- Knowledge of commercial values, rights and inventory for Premier League Club Partnerships

Technical/work-based skills: Excellent telephone manner and the ability to make outbound calls and the ability to deliver a high attention to detail

Essential

- Excellent telephone manner and the ability to articulate complex marketing proposals clearly and concisely
- Ability to deliver sales pipelines, and sales activity with a high level of accuracy
- Strong written and oral communication skills
- Proven experience in developing relationships with customers

General skills and attributes: Excellent communication skills, structured approach

Essential

- Resilience and the ability to cope with rejection
- Dynamic thinker, confident, determined, pro-active, organised and methodical working approach
- Understanding of how to work safely with children and/or adults at risk and uphold generally accepted practice when working with those participants
- Promote, adhere to and implement the Club's Equality Policy and to work consistently to embed equality and diversity within Club
- Role model of the Wolves Spirit values of: Progressive, determined, bright, unified and humble
- Flexible to travel and be away from home, long and short haul, sometimes at short notice
- Ability to flex style to meet the needs of the customer

Experience: Proven business-to-business sales experience with a track record in delivering results

Essential

- Delivered results with assigned level of accountability
- Proven successful business-to-business sales experience on an international scale
- Resilience and the ability to cope with rejection

Desirable

- Experience selling complex advertising/sponsorship solutions for a sports rights holder
- A minimum of 2 years' experience in a similar role

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

Essential

- Minimum of C in English / Maths at GCSE level or equivalent
- Computer literature (Microsoft packages – Word, Excel, Outlook and PowerPoint)

