



JOB DESCRIPTION

JOB TITLE: Partnership Activation Executive
DEPARTMENT: Partnerships
REPORTS TO: Partnership Activation Manager
LOCATION: Molineux Stadium
HOURS: 37.5 hours per week
DATE: September 2026

We are Wolves. Progressive, determined, bright, unified, and humble. A pack that is hungry for success. Wolves is one of the fastest growing football brands in Europe and 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 most successful sides in the fifties and sixties. During a two decade spell 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 among football's elite, but this time we will 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 take seriously our commitment to the safeguarding of children and vulnerable adults and to ensuring that Wolves is free from discrimination and harassment.

Job purpose

The Partnership Activation Executive will work closely with our Partnership Activation Manager, partnership sales team, and Head of Partnerships, to implement and deliver partner marketing campaigns and strategies by utilizing club and partner marketing inventory.

You will operate within the Partnership Activation team, ultimately reporting to the Head of Partnerships via the Partnerships Activation Manager. Your ability to build relationships with partners as well as other departments within the club will be key in order to effectively design, present, and deliver engaging, purpose driven activations and content for partners throughout the Season.



With a strong focus on delivering against partner objectives, the Partnership Activation Executive will also contribute towards securing partner retention and delivering revenue growth across the club's well-established partner programme.

The day-to-day role will be focused on the management of the Club's global and regional partners as well as the partners of Wolves Women. You will be required to build strong relationships and a deep understanding of our partners' objectives in order to deliver results.

You will be responsible for the delivery of partner marketing rights and inventory on matchdays, ensuring all stadium advertising is delivered as per partner contracts. However, this role isn't just about delivering partner rights and inventory; it's about understanding our partners, their objectives and challenges, and creating activations that deliver short, medium and long-term success.

Key responsibilities

- 🛡️ Work with the club's Partnership, Marketing, Digital and Media departments to create effective marketing campaigns, content, and experiences that deliver against partner's contractual rights and inventory.
- 🛡️ Manage partner's matchday inventory and marketing, ensuring that it is best in class and delivers strong media values.
- 🛡️ Develop close, trusted relationships at all levels across the club's partner portfolio in order to deliver effective campaigns and drive commercial growth.
- 🛡️ Lead in the delivery of partner and sponsor communications from the Club via monthly newsletters, fixture notifications, and matchday invitations.
- 🛡️ Support the partnership sales team with new partner proposals, including providing activation ideas for use in sales presentations.
- 🛡️ Support the Partnership Activation Manager and Head of Partnerships with hosting new and existing partners on both matchdays and non-matchdays.
- 🛡️ Support the creation, marketing, and delivery of partner events (partner days & networking opportunities).
- 🛡️ To collect data, financial records, and statistics to create a variety of reports suitable for use internally and externally in a concise, professional manner.
- 🛡️ Management and identification of opportunities to drive revenue growth, uplifting existing partnership packages where appropriate throughout the course of the season.
- 🛡️ Support with the development and maintenance of the in-house activation asset tracking system and onboarding process.



- 🛡️ Continue to develop and maximise the Club's LinkedIn page as part of a wider process of ensuring this is a meaningful and valuable asset for existing partners.
- 🛡️ Support wider partnerships team to identify and create new commercial opportunities and assets which can be explored by the partnership sales team as part of new business development.

General responsibilities

- 🛡️ Compliance with Club policies
- 🛡️ Compliance with the Club's health and safety procedures
- 🛡️ Compliance with the Club's safeguarding policies
- 🛡️ To promote and support the Club's values;
 - **One Pack:** Collaborate, build trust and care for each other.
 - **Be Brave:** Be bold, honest, and embrace challenges with courage.
 - **Raise our Game:** Seek improvement and strive for excellence in everything we do.
 - **Own It:** Act with integrity and take full responsibility for actions and results on and off the pitch.
 - **Stay Humble:** Show respect, listen to others, and leave egos at the door.
- 🛡️ 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.

Key relationships



- 🛡️ Building strong relationships with the wider Partnerships team, Marketing, Digital, and Media departments will be vital to be successful in this role.
- 🛡️ Day to day, the Partnerships Activation Executive will work most closely with the Partnerships Activation Manager and Head of Partnerships.
- 🛡️ Required to provide regular status updates on all partners and be able to communicate effectively with colleagues at all levels and all departments across the club.
- 🛡️ Develop close, trusted relationships with the club's commercial partners to deliver effective partner activations, secure partner retention, and drive 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 and Women's Teams.

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
- 🛡️ A basic understanding of the sports sponsorship marketplace

Desirable

- 🛡️ A good understanding of sponsorship activation initiatives and campaigns at a Championship and/or Premier League club

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

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 sports 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