



JOB DESCRIPTION

JOB TITLE: Partnership Sales Manager
DEPARTMENT: Partnerships
REPORTS TO: Partnership 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. 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.

A football club which represents a city built on grit and togetherness and one that is defined by ambition; from pioneering floodlit football to succeeding at the highest levels of the English and European game.

Always looking forward and determined in the face of challenge, bright in spirit and unified by the bond between players, staff and supporters, while remaining humble and grounded in the values of our Wolverhampton community.

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

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.

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 driving incremental 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 Partnership Strategy & Insights Manager.



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.
- Securing deals and achieving revenue targets as set by the Head of Partnerships.
- Work closely with the Partnerships Activation Manager and other members of the partnerships team to ensure professional delivery & activation of partnership rights, with a view to maximising retention and renewals.
- Work with the Partnership Strategy & Insights Manager and Head of Partnerships on delivering against the Partnerships Department strategy and departmental revenue targets.
- Weekly reporting of pipeline and sales performance to the Partnership Strategy & Insights Manager.

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 of progressive, humble, determined, bright and unified
- 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

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 and sets the wider Partnership Department strategy and targets



PERSON SPECIFICATION

Job Title:

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

- 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

- o Knowledge of commercial values, rights and inventory for Premier League Club Partnerships
- o An understanding of Safeguarding children, young people and adults at risk and wellbeing considerations.

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

Essential

- 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 strong relationships with customers

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

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, young children and adults at risk to uphold Safeguarding best practice.
- 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
- 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 record of experience in a particular field, profession or specialism.

Essential

- Delivered results with assigned level of accountability
- Proven successful business-to-business sales experience on an international scale
- Experience selling advertising and/or sponsorship solutions
- 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)

Desirable

- Degree in Business Management, Marketing, Advertising, or other similar subject