



## JOB DESCRIPTION

**JOB TITLE:** Partnership Activation Executive  
**DEPARTMENT:** Partnerships  
**REPORTS TO:** Partnership Activation Manager  
**LOCATION:** Molineux  
**HOURS:** 37.5 hours per week  
**DATE:** March 2025

**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 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 and to ensuring that Wolves is free from discrimination and harassment.**

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### 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.

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### **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.

### **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.

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### **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.



### 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 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