



JOB DESCRIPTION

JOB TITLE:	Head of Partnerships
DEPARTMENT:	Partnerships
REPORTS TO:	Commercial and Marketing Director
LOCATION:	Molineux
HOURS:	37.5 hours per week, all matchdays and events. Flexibility required
DATE:	July 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.

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

Reporting to the Commercial & Marketing Director, the Head of Partnerships will be responsible for leading the club's partnership strategy, driving commercial revenue growth through the acquisition, management, retention, and activation of strategic brand partners.

The role will maximise the value of the club's partnership portfolio by delivering innovative commercial opportunities, exceptional partner servicing, and measurable returns on investment for sponsors and commercial stakeholders.

As a senior member of the commercial leadership team, the Head of Partnerships will play a key role in developing long-term commercial strategies that enhance the club's global reputation, fan engagement, and financial performance.

The Head of Partnerships will oversee the sales pipeline across all of the group's global sports rights. This will involve managing a talented in-house team whilst working closely with internal and external



agencies around the world.

Key responsibilities

Partnership Strategy & Revenue Growth

- 🛡️ Develop and implement the club's strategic partnerships and sponsorship plan aligned to the club's commercial objectives.
- 🛡️ Identify, target, negotiate, and secure new commercial partnerships across regional, national, and international markets.
- 🛡️ Maximise revenue opportunities across all partnership assets, including front-of-shirt sponsorship, sleeve partnerships, stadium branding, digital and social media assets, matchday activations, Women's team and Academy partnerships.
- 🛡️ Lead commercial negotiations and contract renewals to achieve revenue and profitability targets.

Partnership Management & Activation

- 🛡️ Create proactive sales targets, clearly articulating targets and key performance indicators for both the Partnership Sales Team and the Partnerships Activation Team. Monitor partnership performance and provide regular reporting and insights to partners.
- 🛡️ Oversee the delivery of world-class account management for all club partners, driving partner retention through proactive relationship management and measurable ROI.
- 🛡️ Develop innovative activation programmes that maximise partner engagement and commercial value.

Leadership & Team Management

- 🛡️ Lead, mentor, and develop the partnerships team to achieve individual and departmental objectives.
- 🛡️ Establish a high-performance culture focused on revenue generation, customer service, and continuous improvement, setting clear KPIs and performance standards for team members.
- 🛡️ Work collaboratively with broader commercial, marketing, digital, communications, ticketing, hospitality, and operations teams.

Stakeholder Management

- 🛡️ Build strong relationships with senior executives, sponsors, agencies, rights holders, and football industry stakeholders.
- 🛡️ Represent the club at industry events, conferences, and networking opportunities.
- 🛡️ Collaborate with internal departments to ensure commercial opportunities are fully leveraged.



Commercial Innovation

- 🛡️ Identify emerging sponsorship trends and new revenue opportunities.
- 🛡️ Develop data-led partnership solutions using fan insights and audience analytics.
- 🛡️ Explore opportunities to develop new revenue streams

Governance & Compliance

- 🛡️ Ensure all partnerships comply with EFL, UEFA, FA, FIFA, and club regulations.
 - 🛡️ Maintain accurate commercial records, contracts, and reporting documentation.
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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
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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

As this is a senior position within the club, it will be essential for the Head of Partnerships to build relationships with the senior leadership team and all heads of department.

The key reporting relationships will be to the Commercial & Marketing Director.

The Head of Partnerships will also have a direct relationship with the Executive Chairman and will work very closely with the Fosun Sports Group (HQ in Shanghai).

Managing key relationships with existing partners, sales agencies and potential new clients will also be of paramount importance for success.

Scope of job

Will be responsible for managing a significant annual Partnerships budget and driving commercial revenue as one of the biggest revenue generators across the club.

The Head of Partnerships will manage two key teams, containing circa 7 staff. On top of this the role will be expected to lead on the management of key agencies where it is felt they can add value and maintain relationships across the senior leadership team in the UK, whilst engaging actively with key stakeholders and partners within China and across Asia.

The role will be expected to travel nationally and internationally, in order to grow new partnerships and maintain existing relationships.



PERSON SPECIFICATION

Job Title: Head of Partnerships

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

- 🛡️ Strong knowledge of the sports marketing landscape, with an established network of key agencies and industry contacts.
- 🛡️ Commercially aware (globally) and target driven with an ability to deliver strong numerical reporting
- 🛡️ Strong understanding of the professional football/sports sponsorship landscape, including the commercial dynamics of the Premier League and elite sport.
- 🛡️ In-depth knowledge of sponsorship sales, partnership development, rights packaging, valuation, activation, and renewal strategies.
- 🛡️ Understanding of how brands leverage sports partnerships to achieve marketing, fan engagement, and business objectives.
- 🛡️ Knowledge of football club/elite sport commercial operations, including matchday, hospitality, digital, media, retail, and community assets.
- 🛡️ Awareness of industry trends in sports marketing, fan engagement, digital content, social media, and emerging commercial opportunities.
- 🛡️ Understanding of partnership measurement, including return on investment (ROI), audience insights, data analytics, and reporting frameworks.

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

Essential

- 🛡️ Commercial Partnership Development – Proven ability to identify, secure, negotiate, and grow high-value sponsorship and commercial partnership agreements.
- 🛡️ Strategic Account Management – Expertise in managing senior stakeholder relationships, delivering exceptional partner service, and driving renewal and retention opportunities.
- 🛡️ Commercial Negotiation & Contract Management – Strong negotiation skills with the ability to structure commercially beneficial agreements and oversee contractual delivery.
- 🛡️ Partnership Activation & Campaign Delivery – Ability to develop and execute integrated partnership activations across digital, marketing, hospitality, events, and matchday environments.
- 🛡️ Revenue Generation & Business Development – Demonstrable ability to achieve revenue targets, build sales pipelines, develop commercial propositions, and convert new business opportunities.
- 🛡️ Data Analysis & Performance Reporting – Ability to interpret commercial, audience, and partnership performance data to measure ROI, inform decision-making, and enhance partner value.

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, Diversity & Inclusion Policy and to work consistently to embed equality and diversity within Club.
- 🛡️ Relationship Building & Influencing – Ability to establish credibility and develop strong relationships with senior internal and external stakeholders.
- 🛡️ Leadership & People Management – Ability to lead, motivate, develop, and inspire high-performing teams to achieve business objectives.
- 🛡️ Strategic Thinking – Capacity to think commercially and strategically, identifying opportunities and anticipating future trends and challenges.
- 🛡️ Communication & Presentation Skills – Excellent verbal and written communication skills, with the ability to present persuasively to senior executives and partners.

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

Essential

- 🛡️ Significant experience in sponsorship, partnerships, commercial sales, or business development roles, ideally within professional sport, football, entertainment, media, or a rights-holder environment.
- 🛡️ Proven track record of securing, negotiating, and delivering high-value commercial partnership agreements and achieving ambitious revenue targets.
- 🛡️ Experience managing and developing strategic relationships with senior stakeholders, sponsors, agencies, and corporate partners.
- 🛡️ Demonstrable experience leading partnership activation programmes and delivering measurable value and return on investment for commercial partners.
- 🛡️ Experience leading, managing, and developing high-performing commercial or partnerships teams.
- 🛡️ Experience developing and implementing commercial strategies that drive revenue growth, partnership retention, and long-term business success.
- 🛡️ Understanding of how to work safely with children, young people and adults at risk to uphold Safeguarding best practice.

Desirable

- 🛡️ Experience working within a Premier League, elite sports, or major events environment.
- 🛡️ Experience managing international partnerships and multi-market sponsorship programmes.

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

Essential

- 🛡️ Post-holder will be subject to a DBS check at the appropriate level and cleared by the Wolves Safeguarding Manager.
- 🛡️ Degree-level qualification (or equivalent experience) in Business, Marketing, Sports Management, Commercial Management, Communications, or a related discipline.



- 🏆 Evidence of continued professional development in commercial, sales, marketing, leadership, or partnership management.

Desirable

- 🏆 Professional qualification or membership of a relevant body (e.g., CIM, ISBA, Sports Industry Group, or equivalent).
- 🏆 Leadership or management qualification (e.g., ILM Level 5/7, CMI, or equivalent).
- 🏆 Formal training in negotiation, account management, sponsorship, or commercial strategy.