



In partnership with  
 **BARCLAYS**



# **BUSINESS DEVELOPMENT MANAGER** **CANDIDATE INFORMATION PACK**

# ABOUT THE JOB

**Title** Business Development Manager

**Location** UK, remote/home-based with some travel required

**Working hours** Full time, 40 hours per week

**Salary** £32,000 per annum

## Purpose of the role

As WIF's Business Development Manager you'll be responsible for creating a strong pipeline of commercial prospects, driving new business, cultivating partnerships and contributing to our commercial growth. Your expertise in sales and/or account management will ensure that relationships are developed and nurtured, and that our clients receive services tailored to their needs which also support the achievement of our goals.

You'll work within the commercial team, focused on executing our commercial strategy alongside our two Partnership Managers and reporting in to our Deputy CEO, Lisa Pool.

## Job description

The core of this role is to cultivate new prospects for Women in Football and support the identification of new opportunities with existing partners. Your role will range from the start of the sales process to managing the accounts of some of our commercial partners, as well as supporting other members of the team with the development of pitch decks and other business development assets.

In generating leads you'll need to:

- research and identify companies and brands that align with our values, audience, and membership demographics
- initiate contact with potential sponsors via cold calls, emails, or social media, and schedule meetings to present sponsorship opportunities
- develop and maintain a detailed database in our CRM platform of potential sponsors, including contact details, industry, previous sponsorship activities, and financial capacity
- track the progress of lead generation

efforts, sponsorship acquisition, and overall sales performance, and report these metrics to senior management

- work with the team to explore commercial opportunities relating to both individual and corporate membership of Women in Football, including the opportunity to scope out further meaningful support for existing clients
- proactively engage in new business activities to generate diverse income streams and drive growth

In managing partnerships you'll need to:

- undertake effective account management of partners, corporate members and clients, to ensure strong relationships are maintained and contractual rights delivered with a quality end-to-end service
- identify new business opportunities aligned to our commercial strategy through your knowledge and understanding of corporate clients and brand partner needs, demand for WIF services, and trends in the football industry
- support the Deputy CEO with the preparation of presentation decks and support the development of sales pitches which demonstrate the different opportunities and impact of partnering with WIF
- develop and implement a reporting framework to track the effectiveness and impact of our partnerships, and regularly report back to the CEO and WIF board of directors
- support with the administration of client services and event activation as required
- represent WIF at conferences and events where appropriate



## ABOUT WOMEN IN FOOTBALL

Women in Football (WIF) is a vibrant and fast-growing professional network of more than 10,000 people of all genders who support equality in the football industry. We're taking action to level the playing field for all roles, on and off the pitch, in both women's and men's football, because diverse organisations and sectors are not only fairer – they perform better too.

Supported by our lead partner Barclays, we celebrate the achievements of women in football, campaign for gender equality, challenge discrimination, and provide regular networking events and professional development opportunities for our members.

We stand ready to work with stakeholders across football and beyond who share our vision of a future for the world's most popular sport where gender discrimination no longer exists.

### Working for us

Join Women in Football and you'll become part of a small, friendly team whose work is uniquely rewarding and where no two days are the same. We're a remote working organisation whose staff keep in close daily contact online and meet regularly at face-to-face events and team days.

In our latest staff survey, team members agreed with a score of 8 out of 10 that "Women in Football is a great place to work" and "I am excited about where this organisation is going".

With a recent upsurge in membership and commercial partnerships, you'll be joining WIF at an exhilarating moment of growth. Your input will enable us to do more than ever before to make football a gender-equal environment where everyone can thrive.

## ABOUT YOU

The ideal candidate for this job will have:

- a belief in and passion for the Women in Football mission
- at least three years of experience in a sales, consultancy or account management role, ideally with rights/partnership management experience
- a track record of delivering new clients to businesses, securing new revenue streams and meeting income targets
- a track record of activating partnerships and understanding the needs of brand and partners with the ability to spot new opportunities
- sophisticated presentation skills with a high attention to detail in order construct pitch decks and articulate the WIF story to prospects
- excellent verbal and written communication skills (native English level or equivalent), with the ability to influence stakeholders and build strong working relationships
- the ability to work on their own initiative
- the ability to multi-task and prioritise
- a sound knowledge of the football landscape
- a strong team ethic and collaborative nature

If you believe you could be the right person for the job, we strongly encourage you to apply even if you don't meet all the criteria listed above.

Diversity, equality and inclusion are in WIF's DNA and our commitment to them is what drives us. We celebrate multiple approaches and multiple points of view, and everyone is welcome. If you work with us, you'll be empowered to bring your whole, authentic self to work – to be you. We know that this is how you will thrive, and that if you thrive, WIF will thrive.

We want our workplace to look like the communities we serve. We welcome applications from all backgrounds and especially encourage applications from people whose ethnicity is underrepresented in the football workforce, LGBTQ+ people, disabled people, people of faith, men, and people who have experienced exclusion or marginalisation.

We want this recruitment process to be as accessible as possible, but know that there might be more that we can do, particularly if you have experienced exclusion, disadvantage or discrimination, or if you have particular accessibility needs. We would be happy to provide any reasonable adjustments that you may require – please get in touch with us, and we can think together about how to make this process easier for you.

## ABOUT THE PROCESS

Email your application for this job to [lisa@womeninfootball.co.uk](mailto:lisa@womeninfootball.co.uk) by 23:59 UK time on Monday 10 March 2025. Please include your CV with a covering note explaining how you meet the criteria laid out in this application pack.

We'll aim to notify you by Friday 14 March whether we'd like to invite you for interview. The first round of interviews is scheduled for Friday 21 March and the second for Thursday

3 April (all dates tbc). Final outcomes should be confirmed by Monday 14 April.

If you have any questions about our recruitment process or the role which aren't answered in this application pack, please email [info@womeninfootball.co.uk](mailto:info@womeninfootball.co.uk).

Thank you for your interest in working for Women in Football – we hope to receive your application soon.