

SENIOR COMMERCIAL MANAGER

Location: UK (remote / home based)

Deadline: 11:59pm, Thursday 13 October 2022

Position: Full-time, 40 hours per week

Salary: Available on request

Women in Football is recruiting for a Senior Commercial Manager

Our vision is a football industry where everyone can thrive and reach their full potential

Our purpose is to be the leading global organisation driving gender equality and inclusion in football. We do this by partnering and supporting the football industry with insight and expertise to create a stronger, brighter and more diverse future for football. While others champion the need for change, Women in Football are the ones driving it.

Our rapidly growing community of over 6,000 women, men and non-binary people working in and around the football industry is our superpower. It's this diverse and inspiring community, that supports and champions their peers, that gives us a hopeful glimpse into the future of a more diverse football industry.

Purpose of the role

The Senior Commercial Manager will be responsible for driving and developing revenue growth for Women in Football (WIF) and further growing WIF's brand presence and impact with best-in-class partners committed to the pursuit of gender equality in football. We are a not-for-profit organisation and our revenue generation is critical to funding the vital work we do and the impact that we can have.

This role will lead commercial activities across the organisation, achieving revenue targets, whilst working closely with the WIF team to ensure smooth activation and communication of partnerships.

Current revenue generators:

1. WIF sponsorship e.g. WIF Lead Partners Barclays etc.
2. Leadership courses
3. Corporate membership
4. EDI consultancy services
6. Job postings
5. Short-term partnerships i.e. WIF events and specific campaigns

Core role and responsibilities

- Review and develop WIF's current commercial model for sponsorship, corporate membership, our consultancy offer and any commissioning opportunities
- Review and develop the WIF partnership proposition and work collaboratively with key WIF stakeholders to develop new funding opportunities and revenue
- Develop a sustainable 3-year commercial strategy and key pillars revenue generation assessed against our core assets, existing partners, and internal capacity to deliver the rights and benefits
- Implement the commercial strategy and develop a pipeline of opportunities with partners balancing the need for revenue income and the ability to be able to further our vision and purpose. Increase WIF visibility and influence and impact by working with best-in-class brand partners. Lead revenue growth and sponsorship, corporate partner and consultancy services acquisition and have a clear understanding about the consultancy WIF can offer as part of the partnership
- Prepare and deliver sales proposals, presentations and pitches including relevant and deliverable projects / activations. Negotiate partnership agreements to maximise revenue and profitability for WIF whilst delivering high quality, impactful services for partners.
- Initial partner relationship management from lead to contracting and ensuring a smooth client transition to the Partnership Manager
- Support the wider team in finding new opportunities / approaches to increase the sales of our Leadership Course
- Track and report impact of new partnership acquisition – and provide regular reports to the CEO and the Board
- Develop and maintain excellent relationships across the football and related industries including, but not limited to brands, football clubs, football federations, sports marketing agencies, advertising agencies, media and PR agencies to support growth in WIF membership, revenue and increase our visibility and impact
- Work closely with the CEO, Head of Marketing and Communications and the Partnerships Manager to ensure consistency of messaging, construction and delivery of assets, activation, campaign building, reporting, renewals and potential upsells
- Work with the CEO, Partnerships Manager and other team members as appropriate to ensure data and insight is shared to inform sales propositions and decision making within the business
- Represent WIF at external events as required

The ideal candidate will have:

- 3-5 years' experience and a proven track record of sales and rights delivery and sponsorship experience, preferably within a sporting context and demonstrable relationship/network development
- Sophisticated presentation skills in order to articulate the WIF story and our ambition for the industry
- High level skills in all aspects of sales prospecting, presentation and contract negotiation
- Self-starter
- Naturally curious
- A comprehensive understanding of market dynamics across the football industry in order to identify commercial prospects and develop a robust pipeline of partnership prospects
- Competent in standard Microsoft programmes (Excel, Powerpoint) and CRM
- Excellent verbal and written communication skills (native English level or equivalent), with the ability to influence stakeholders and build strong working relationships

JOB DESCRIPTION



- Strong team ethic and collaborative nature – confident managing multiple stakeholders.

How to apply

Please send your CV and cover letter to info@womeninfootball.co.uk by 11:59pm, Thursday, 13 October 2022. Please title your email Marketing and Membership Manager. Please include links to any relevant campaigns or marketing activities you have managed or been involved in within your CV or cover letter.

Shortlisted candidates will be invited to an online video interview and may be asked to prepare a presentation or complete a short task as part of the interview process. The interview for this role is scheduled to take place w/c 31 October 2022. Candidates are asked to make themselves available. You will report to the CEO.

You'll be UK based and able to work in the UK. We are unable to sponsor visas.

This is a full-time job and you'll work from home. We have always been a successful remote-working team, even before the pandemic - and despite distance we are a small and tightly-knit team. You'll report to the Head of Marketing and Communications.

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, people who identify as LGBTQi+, 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.

