



Aberdeen Football Club Job Description

Name:	
Job Title:	Partnership & Events Manager
Line Manager:	Commercial Director
Line Manager for:	Events Executive
Date Started:	
Overall Purpose of Job:	
<p>This pivotal role will be responsible for the activation, fulfilment, and retention of all Official Partnership agreements, ensuring that our valued partners receive unparalleled support and exposure.</p>	
Main Responsibilities/Description of Duties:	
<ul style="list-style-type: none"> Partnership Management: Management of AFC's commercial partnerships in line with their business objectives and partnership KPIs. Ensure all contractual rights are delivered in a timely manner and to the highest standard. Design innovative initiatives to retain revenue whilst delivering a sustainable financial partnership model ensuring maximum renewal rates with individual partners, and minimal churn. Relationship Management: Develop strong relationships with key external stakeholders as well as senior officials and C-level executives to ensure they experience a VIP/concierge style level of service. Partnership Activation: Develop and execute innovative strategies to maximize the value of Official Partnership agreements. Work with multiple departments to leverage key marketing assets and collateral to create unique and engaging campaigns that align with partner goals. Value Demonstration: Utilise key evaluation tools and metrics to showcase the impact and value of partnerships to our partners. Provide regular reports to demonstrate ROI and support the commercial sales team and Commercial Director in any deal renewal planning/negotiation. Events Management: Oversee and line manage staff to coordinate all AFC official events, including the Player of the Year Event, Aberdeen Football Club Official Golf Day, and other Official Partner events. Ensure these events reflect the high standards and excellence associated with Aberdeen FC. Ensure all budgets are carefully managed to ensure margins are maximised for all corporate events. Team Management: Lead and manage an Events Executive, providing guidance, support, and mentorship to ensure the flawless execution of events. Other duties: Any other relevant work as required. 	
Person Specification: Experience/Qualifications/Training/Personal Qualities	
<ul style="list-style-type: none"> Bachelor's degree in marketing, business, or experience in a communications field. Proven experience in relationship management, a track record of delivering commercial partnerships, preferably in the sports or entertainment industry. Strong negotiation and presentation skills, with the ability to deliver contractual obligations to clients. Experience of building a strategy to fulfil and deliver inventory to high value clients. Exceptional communication and negotiation skills. Team leadership and management experience. Outstanding ability to build key relationships from first introduction. Excellent interpersonal and communication skills, with the ability to engage with AFC clients and build lasting relationships. 	



Aberdeen Football Club Job Description

- Experience of utilising marketing assets to raise the profile of a client's brands.
- Creative thinker with a problem-solving approach to work, able to adapt to different client needs.
- Highly motivated team player who values and understands the importance of collaboration.
- A clear understanding of why the Club would appeal to brands / industry sectors.
- Knowledge of digital media and associated applications.
- Proven ability to work collaboratively and effectively within a team-oriented environment.
- Proficiency in MS Office suite.
- Passion for football and a deep understanding of the sports industry is desirable.

Signed by Employee:

Signed by Line Manager:

Date:

Date: