



VACANCY: Widnes Vikings Commercial Partnerships Manager

Job Title - Commercial Partnerships Manager

Salary – Competitive, subject to experience.

Location – Primary base DCBL Stadium, Widnes, Cheshire, WA87DZ.

Hours of Work – 37.5 hours a week, including matchdays and club events.

Responsible for – Widnes Vikings – Chief Executive Officer

Contractual Status – Full time, permanent

The Role:

A unique and exciting opportunity has arisen to join Widnes Vikings Rugby League Club as Commercial Partnerships Manager. The full-time position will be based at the DCBL Stadium and will report to the CEO.

This key appointment comes at an exciting time as the club seeks to enter a period of growth in its partnership and commercial sales strategy. You will be expected to take a proactive approach in creating and developing new sales leads which lead to new partnerships and sales for the Club.

The role will be externally facing and responsible for identifying, pitching to and building relationships with potential and existing commercial partners seeking to enhance commercial revenue and the club's partnership programme. The Commercial Partnerships Manager will work to continually evolve the partnership sales program and drive sustained growth in commercial revenue.

Role Summary:

- Lead on engagement with Widnes Vikings' commercial partners, ensuring detailed planning, communication and associated delivery of agreed commercial inventory and initiatives.

- Support the management and administration of all Widnes Vikings Rugby League clubs commercial activity, across all departments.
- Ensure all commercial responsibilities and requirements are delivered across all Rugby and operational activity and home fixtures.

Key Relationships:

- Widnes Vikings CEO
- Widnes Vikings media department
- Commercial partners

Key Responsibilities, tasks and activities:

Lead on engagement with Widnes Vikings' commercial partners, ensuring detailed planning, communication and associated delivery of agreed commercial inventory and initiatives:

- Proactively sourcing potential sponsors, securing face to face meetings, building relationships and successfully acquire sales.
- Developing bespoke sponsorship proposals to suit the needs of individual companies.
- Ensuring accurate management of status of partnerships and deliverables, including renewal timelines and partnership incremental growth opportunities.
- Ensuring delivery of R.O.I (Return on Investment) to corporate partners, leading on all required management and engagement of such activity with Widnes' other departments (Rugby, Media).
- Deliver regular communications (Partnership Review Meetings, Newsletters etc) and bespoke Widnes Vikings events, to increase engagement and the value of involvement for our Corporate Partners.
- Establishing long lasting relationships with commercial partners.

Support the Management and Administration of all Widnes Rugby League Clubs Commercial activity, across all Departments:

- Capturing and processing all commercial related financial and budget management activity.
- Ensuring all Corporate Partnerships are recorded, and adequately administrated through to contracting and invoicing.
- Manage the Widnes Vikings commercial inventory, ensuring awareness of pricing strategy, availability, and potential opportunities is clear and consistent across the business.

Ensure all of Widnes Vikings Rugby's Commercial responsibilities and requirements are delivered across all Rugby and Operational activity and Home fixtures:

- Advertising commitments including digital, social media, advertising boards and banners.
- Deliver all commercial hospitality and match day sponsorship commitments, leading on player and staff support for match day commitments.

Person Specification

Experience:

- Commercial Experience (Desired)
- Relationship Management (Essential)
- Communication and External Stakeholders (Essential)
- Professional Sports Exposure (Desired)

Skills & Qualifications:

- Educated to Degree Level or Equivalent Professional Experience (Essential)
- Organisational, Administration & IT (Essential)
- Communications – Verbal and Written (Essential)
- Strategic Planning (Desired)
- Influencing (Essential)

Applications:

To register interest in this role, potential candidates are requested to submit a Cover Letter and CV, outlining your suitability for Commercial Partnerships Manager position to enquiries@widnesvikings.co.uk by 12th March 5pm.