



Harlequins

Founded in 1866, Harlequins is the most recognised rugby club in the World. The Club is a founding member of the RFU and boasts more Presidents than any other club as well as a healthy dose of international players. Competing in the most popular league, Harlequins is constantly innovating, be it creating a 'Big Game', now replicated by other PRL clubs 11 years on, or our strategic relationships with the New Zealand Rugby Union and England Hockey. The club has embarked on an ambitious 10 year strategy, that includes a new stadium on the site of our current home, The Stoop, that will be the most advanced club rugby stadium in the world.

Job Title: Partnerships Executive
Reporting to: Partnerships Manager
Start Date: Immediate start
Role Purpose: In this role you will implement and execute partner activations in line with contractual rights and Harlequins commercial goals. You will be responsible for taking the lead in managing the day to day requirements of the club's key principal partners, tier 1 partners, business partners and suppliers and adding value to these relationships.

Key Accountabilities:

- Account manage existing and new partner relationships by managing and effectively delivering partner contractual rights
- Develop strategic and measurable activations plans for partners based on agreed business and partnership objectives
- Identify existing and new opportunities, campaigns and programs to add value to partner relationships in line with the club's objectives
- Help to facilitate the renewal of current partners by proactively developing and growing relationships with key individuals
- Maintain and update key reporting documents including weekly status reports, case studies and end of season review documents
- Manage the sponsor relationships and work closely with other departments within the club
- Manage the sponsors budget to ensure contractual commitments are delivered
- Manage the sponsorship request process ensuring that all sponsorship requests are logged, communicated to relevant parties and response provided to all enquiries
- Adding value to all partner activation, not just being a delivery mechanism. i.e. giving direction on content, activation channels and providing learning
- Streamline processes and adding value internally
- Consistently demonstrate an understanding of the key business issues, financials and latest news of your partners.
- Provide the Senior Partnerships Executive, Partnership Manager and Commercial Director with market/business/industry insights.

Role Expectations:

PARTNER CONTACT:

- Scheduling of regular calls with all partners
- Input to partner calls and identify where senior input is required
- Create, maintain and distribute detailed status reports for each partner





- Respond to and follow up on all Harlequins action points
- Manage the detail of any external marketing agency activities

RIGHTS MANAGEMENT:

- Identify gaps in partner activation and use these as opportunities to stimulate activity
- Ensure all partner 'physical rights' are managed and delivered effectively and efficiently – e.g. tickets, signed inventory etc. All team members should be able to find and understand the current status of all partner inventory

CAMPAIGN MANAGEMENT:

- Provide guidance, support and in-put to partner creative/solus email briefs
- Effective briefing to internal departments and ensure partners are working within Harlequins guidelines/protocols
- Manage partner creative, feedback to partners and manage amends and sign-off process
- Judge any partner delivered creative against the Harlequins brand guidelines and partner rights, and provide clear, timely feedback
- Ensure all partner material and relevant documentation is saved on the S-drive and easily found
- Deliver and co-ordinate any Stoop based activation/events, maintaining good working relationships with Marketing, Communications, Stadium, FMC, Community and Playing Department etc.

REPORTING:

- Real-time development of partner activation case studies - within an agreed model. Constantly examining partner activity for results and insight. Delivery of case studies to internal stakeholders.
- Ensure that Case Studies are produced within 2 weeks of the event (results can be added once received)
- Internal communication of partner performance – wider Partnerships team and Commercial Director.

Skills and Knowledge:

- Degree educated with previous sponsorship experience gained in either an agency or client company
- Track record of delivering commercial and brand objectives for sponsors and clients
- Business developer able to drive growth out of existing partner relationships
- Strong project management skills
- Natural networker, with ability to develop strong relationships with key stakeholders
- The ability to work under pressure and to deadlines
- Ability to work on multiple projects at one time
- A finisher – a commitment to see projects through to completion

Competencies:

- Excellent people communication and networking skills
- High degree of commercial business acumen
- Diligent and very well organised





- Real can do attitude
- Commercially driven articulate account manager
- Ability to work at weekends and odd hours when the job demands as matches are played at weekends

Behaviours

- **Customer Focus** - Commits to meeting the expectations and requirements of internal and external customers; acts with customers in mind; values importance of providing high-quality customer service
- **Interpersonal sensitivity** - Interacts with others in a sensitive and effective way. Respects and works well with others.
- **Quality orientation** - Shows awareness of goals and standards. Follows through to ensure that quality and productivity standards are met.
- **Planning and organizing** - Organises and schedules events, activities and resources. Monitors timescales and plans
- **Initiative Taking** - Takes action to achieve goals beyond what is expected; drives to bring issues to a successful closure; self-starter.
- **Teamwork** - Responds and relates well to people in all positions; is seen as a team player, and is cooperative; looks for common ground, and solves problems for the good of all
- **Results orientation** - Focuses on desired results and sets and achieves challenging goals.

Harlequins is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Please email your CV to jobs@quins.co.uk

Only applicants to be invited for interview will be contacted.