



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 Men and Womens players.

Success on the pitch demands even more success off it, so the Club is strengthening its partnership staff and is currently recruiting for a Partnerships Executive. This is an exciting role for an individual who wants the opportunity to play a key role in the developing the Club's relationships with it's partners and sponsors.

Harlequins are unique and proud, standing out from the crowd. In a world full of sports teams, brands, stripes, hoops and stars our quarters and diamonds make Harlequins one of the most recognised sports teams and brands in the world.

Job Title: Partnerships Executive
Contract: Permanent
Team: Sponsorship/Partnership (Commercial)
Reporting to: Partnerships Manager

Purpose of the Role: 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 Responsibilities:

- 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 and KPI's
- Identify and develop new assets and opportunities to add value and grow existing partners and develop the Club's proposition to potential new partnerships, in line with Club objectives
- Maintain and update key reporting documents including weekly status reports, KPI trackers, case studies and end of season review documents
- Manage the respective partner budgets to ensure contractual commitments are delivered
- Consistently demonstrate an understanding of the key business issues, financials and latest news of Club partners and provide the Partnerships Manager and Chief Commercial Officer with these market/business/industry insights
- Be the 'go to' person for all sponsorship industry news
- Key involvement in one-off projects within the commercial team, as agreed with management.





PARTNER CONTACT:

- Scheduling and leading of regular (weekly) calls with all partners, identifying where senior input is required
- Create, maintain and distribute detailed status reports for each partner across all agreed KPI's, following on all Club action points
- Manage the detail of any external marketing agency activities
- Develop relationships with key internal and external stakeholders as well as senior officials and C-level executives.

RIGHTS MANAGEMENT:

- Seek 100% asset utilisation, identifying gaps in partner activation and using these as opportunities to stimulate activity
- Ensure all partner 'physical rights' are managed effectively and efficiently – tickets, signed inventory. All team members should be able to find and understand the current status of all partner inventory.

CAMPAIGN MANAGEMENT:

- Manage partner creative, feedback to partners and manage amends and sign-off process, providing guidance, support and input into the process
- Effective briefing to internal departments and ensure partners are working within Harlequins guidelines/protocols
- Working closely with internal marketing teams to deliver campaigns that adhere to brand guidelines.
- Deliver and co-ordinate any Stoop based activation/events, maintaining good working relationships with Marketing, Communications, Stadium, FMC, community and Playing Department etc.

REPORTING:

- Implement research and measurement programmes that demonstrate ROI to partners
- Internal communication of partner performance to wider commercial team and other internal stakeholders, as appropriate
- 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.

DIGITAL & SOCIAL:

- Understand social and digital campaign metrics to deliver partner digital rights and assets
- Interpret social data and insights to improve on future digital campaigns for partners.

Skills & Experience:

- Previous sponsorship experience gained in either an agency, rights holder or brand
- Track record of delivering commercial and brand objectives for sponsors and/or clients
- Business developer able to drive growth out of existing partner relationships



- Strong project management skills
- Strong communication skills and ability to build relationships with colleagues and clients
- The ability to work under pressure and to deadlines
- Ability to work on multiple projects at one time

Competencies:

- Minimum of 4 years' experience in a transferable role
- Excellent people communication and networking skills
- High degree of commercial business acumen
- Self-reliance, drive, energy, innovation, creativity and a strong focus on delivery
- Ability to work at weekends and odd hours when the job demands as matches are played at weekends
- Creative – ability to come up with campaign and activation ideas that help achieve our sponsorship objectives

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.

