



# NORTHAMPTON SAINTS

## COMMERCIAL PARTNERSHIPS SALES EXECUTIVE

### JOB DESCRIPTION

Job title:	Commercial Partnerships Sales Executive
Reports to:	Head of Commercial Partnerships
Direct reports:	n/a
Nature and scope:	To generate new business for the Partnerships Department by building a deep and robust sales pipeline via research and prospecting.
Location:	Franklin's Gardens, Northampton

***To apply, please submit your CV and a covering letter to [partnerships@northamptonsaints.co.uk](mailto:partnerships@northamptonsaints.co.uk) by 5pm on Friday 4 December 2020. All applicants who have been selected for interview will be contacted by Friday 11 December 2020.***

#### **BACKGROUND:**

Northampton Saints is one of Europe's leading professional rugby clubs. It has a proud tradition as a club going back over 100 years and in the modern era of professionalism has consistently performed at the highest level, winning both the European and English Championships. The Club has also been highly successful in its off-field activities, both developing its infrastructure into one of the best dedicated rugby grounds in the country as well as being the only English Premiership Rugby Club to have been profitable for 16 years from 2000 to 2016. For more information visit: [www.northamptonsaints.co.uk](http://www.northamptonsaints.co.uk)

#### **REMIT**

To proactively generate new business leads for the Commercial Partnerships Department, develop tailored rights packages for potential partners, and support the negotiation of new deals.

Researching key companies, sectors, and individuals to target interesting prospects with a bespoke approach and set up calls and meetings. To assist with the conclusion of the agreement in a professional manner.

## **PRINCIPAL RESPONSIBILITIES:**

### **New Business**

- To proactively research sponsorship trends (across territories; including sporting and non-sporting properties)
- To proactively research sectors, companies and individuals to support the creation of informed outreach
- Devise and implement logical contract strategies
- To create a pipeline of sponsorship, partnership and advertising prospects by new business outreach and networking
- The ability to sell and negotiate commercial partnerships
- Build rights packages appropriate to the various levels of partnership from advertisers and suppliers to Elite and Principal Partners.
- Help to develop best-in-class sales materials to support the club's go-to-market activities
- Prepare for and attend prospect meetings
- To create documents to support regular reporting to the Head of Commercial Partnerships and Commercial Director

### **Client Management**

- To support the department in delivering high quality partner servicing for existing and new partners, to support the creation of long-term relationships

### **General**

- Work effectively and proactively with all areas of the business
- Identify opportunities to support, and generate revenue for, the wider commercial team
- Keep up to date with market research and insight
- Perform other duties as reasonably requested in the context of the role, or as directed by the Commercial Director or Head of Commercial Partnerships