

NATIONAL FOOTBALL MUSEUM
JOB DESCRIPTION

JOB TITLE: Sponsorship /Partnership Sales Manager

DEPARTMENT: Commercial Development

REPORTS TO: Head of Commercial Development

RESPONSIBLE FOR: Corporate Partnerships, Sponsorship, Fundraising, Commercial Support and Development.

SALARY: £25-£30k (depending on experience)

JOB PURPOSE

Your role is to identify and secure potential partnerships and sponsors for the Museum via the corporate sector, individuals, grant-making trusts, foundations and other potential sources.

You achieve this by developing and maintaining excellent relationships with potential and existing partners, introducing new sponsors and supporters through corporate and business sector engagement, sales presentations, networking and business community relations.

MAIN AREAS OF RESPONSIBILITY

Responsibilities

- Support the Head of Commercial Development in further developing and sustaining all current relationships within the business and corporate sector
- Achieve financial targets in relation to pre and post opening sponsorship and corporate membership
- Work with and support the Marketing Department ensuring that the commercial focus of the charity is upheld at all times
- Introduce business improvement including bringing 'best practice', legislative standards and industry developments/ improvements from other organisations
- Ensure that all transactions comply with the Financial Policies & Procedures of the National Football Museum

General Responsibilities

- Identify, develop and support corporate new business development
- Identify opportunities to maximise the charity's income and profile
- Build a new business prospect pipeline
- Lead on significant and complex pitches with large organisations to develop new, high value partnerships
- To be responsible for outbound sales calls and external appointment with both corporate companies and individuals ranging from mid to high net worth clients

- To represent the NFM at external events to promote and secure corporate partnerships to potential new customers
- Attend external meetings representing NFM within the heritage museum sector and the Corporate Football Industry

Financial Responsibilities

- Support the Head of Commercial Development in the implementation of the commercial strategy and enhance the reputation of the organisation, contributing to a positive commercial and sponsorship/partnership profile both externally and internally

Specifically

- Exceed agreed revenue targets
- Research, identify and close new business
- Maximise revenue from new and current/previous supporters
- Accurate reporting, forecasting and campaign management
- Ensure that all costs incurred are within the agreed budget and that all purchases are made in line with National Football Museum financial policy & procedures

Health & Safety and Security

Ensure that the department and team member operate and comply with all statutory requirements;

- Health and Safety at Work Act 1974 and all subsequent legislation
- Fire Regulations
- Licensing Act 2003
- Food Safety requirements
- Employee Relations
- Company Policies
- DDA

Other

- Develop good working relationships with external contractors
- Welcome and facilitate business and organisational changes

PERSON SPECIFICATION

Essential

- Educated to degree level or equivalent
- Excellent customer care, relationship management and presentation skills
- Experience of sponsorship account management or in relationship management for a minimum of 1 year
- Experience & understanding of corporate sponsor engagement & fulfilment of sponsorship

Desirable

- Experience within the charity sector
- Previous opening (museum, hotel, gallery or equivalent) experience
- Marketing & Events experience would be a major bonus

- contracts
- Good written and verbal communication plus experience of presenting concepts to a variety of audiences
- Good understanding of office management & administration systems
- Proficient in the use of IT applications (Microsoft specifically)

TO APPLY

If having read all the information above you would like to apply please email a covering letter and CV to helen.fairs@nationalfootballmuseum.com or post them to –

Helen Fairs
National Football Museum
Cathedral Gardens
Manchester
M4 3BG

CLOSING DATE: 5pm, Friday 4th November 2011

We are often inundated with applications for vacancies so if you are not contacted by the National Football Museum in the 3 weeks after the closing date please assume you have not been successful, we are unable to reply to every application we receive.

Many thanks for your interest in the National Football Museum.