

Title	Commercial Partnerships Manager
Employer	British Universities & Colleges Sport (BUCS)
Team	Commercial
Manager	Head of Commercial



JOB DESCRIPTION

Main Purpose

Generate commercial revenue through retention and expansion of commercial partners and development of new opportunities and assets.

Duties and responsibilities

1. Manage commercial partner contracts, activations, and reporting.
2. Build and develop relationships with existing and new commercial partners.
3. Lead business development in specific areas, working with partners to create innovative solutions to fulfil customer and commercial needs.
4. Support the Head of Commercial to secure new commercial partnerships.
5. Develop new commercial assets to enhance services and deliver new revenue streams.
6. Work with internal staff and teams to integrate commercial activity across the organisation.
7. Facilitate analysis of digital activity and campaigns related to commercial activations, to support the business to make data-driven decisions and provide insight to partners.
8. Work with the Commercial and Engagement Teams to protect BUCS' commercial rights and brand.
9. Support the delivery of the Commercial and Engagement strategies.

Other duties and responsibilities

10. Manage and develop relationships with staff in other teams and departments.
11. Undertake duties as can be reasonably expected to ensure the smooth running of BUCS and in compliance with BUCS policies.

This role may involve weekend and evening work and overnight stays at BUCS events.

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PERSON SPECIFICATION

Experience of

1. Managing commercial partners, including activations and evaluation.
2. Delivering digital and event-based activations to fulfil contractual agreements.
3. Renewing and uplifting commercial agreements.
4. Creating and presenting commercial partnership proposals.
5. Influencing commercial partnership agreements.
6. Creating innovative solutions to support delivery of partner agreements.
7. Protecting a brand's rights and assets whilst working with commercial partners.

Knowledge of

1. Commercial landscape in the not-for-profit and/or sports sector.
2. The student sport sector.

Other skills and abilities

1. Proven track record of successful account management.
2. Strong understanding of marketing and rights delivery in a sponsorship environment.
3. Excellent interpersonal skills and ability to build great relationships and partnerships with individuals and organisations internally and externally.
4. Ability to communicate clearly and succinctly to a range of audiences via a range of media.
5. Excellent customer service skills for both internal and external stakeholders.
6. Ability to prioritise work regularly and deliver against agreed timescales.
7. Excellent planning and organisation skills.
8. Creative ability, energy and enthusiasm.
9. A results-orientated mentality.
10. Proficient with common Microsoft Office applications, especially PowerPoint or similar presentation tools.