



RECRUITMENT PACK FOR THE ROLE OF *WOMEN'S PARTNERSHIP MANAGER*

**PERMANENT - FULL TIME ROLE
HOURS PER WEEK: 37.5 HOURS
LOCATION: STADIUM**



WOMEN'S PARTNERSHIP MANAGER **RECRUITMENT PACK**

We are seeking a Women's Partnerships Manager who is passionate about Women's Football and has a proven ability to drive new business acquisition, secure high-value commercial partnerships, and maximise revenue opportunities across the club's commercial portfolio.

The Partnerships Manager will be responsible for identifying, targeting, negotiating, and securing partnership agreements with global and regional brands across a range of industry sectors. The successful candidate will play a key role in expanding the Women's Team commercial partner network while delivering innovative and mutually beneficial sponsorship solutions and activations.

Working closely with senior leadership within the Women's department and collaborating across the wider club—including Marketing, Hospitality, Media, Digital, and Communications teams—the role will develop compelling commercial partnership propositions that leverage the club's brand, fan engagement, digital and content platforms, matchday assets, player access, community impact, and international reach to generate sustainable commercial growth and maximise revenue.

This position requires a commercially aggressive and highly connected sales leader with a proven track record of generating substantial sponsorship/partnership revenues within sport, media, entertainment, or premium rights-holder environments. They will possess exceptional negotiation skills, strong industry relationships, and the ability to influence senior decision-makers at C-suite level across major brands and agencies.



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KEY RESPONSIBILITIES

Strategy & Growth

- In collaboration with the Head of Women's Football and Chief Revenue Officer develop and execute a sales strategy to acquire new commercial partnerships/ sponsorships.
- Build robust business cases for new commercial partnership initiatives that unlock the unique value of Women's Football, balancing ambitious revenue growth with strategic alignment, and long-term partner value.
- Provide the Senior Leadership Team (SLT) with regular market intelligence reports, industry insights, and strategic commercial analysis to inform decision-making, identify emerging partnership opportunities, monitor competitor activity and market trends, and support the delivery of the club's Women's Football commercial strategy and wider strategic objectives.
- Track, monitor, and report on commercial partnership sales performance against agreed targets and KPIs, providing clear analysis of pipeline activity, revenue generation, and progress towards seasonal objectives.
- Confidently represent ITFC Women's Football in meetings and presentations with prospective and existing commercial partners, articulating the club's value proposition, brand strength, and partnership opportunities to secure new business and strengthen relationships.



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KEY RESPONSIBILITIES

Interdepartmental Collaboration

- Work collaboratively with the Legal and Commercial teams to negotiate, administer, and manage commercial partnership agreements, ensuring contractual compliance, effective governance, and the successful delivery of partner rights and club obligations.
- Work collaboratively with the Marketing, Ticketing, Retail, Design, Hospitality, Digital, Communications, and Content teams to develop innovative, integrated partnership propositions that maximise the value of the club's commercial assets, deliver impactful brand activations, and generate sustainable revenue growth.

Revenue Optimisation

- Develop and implement data-led pricing strategies for commercial partnerships and sponsorship assets that are competitive, market-informed, and aligned with the club's revenue growth objectives, ensuring the value of the Women's Football proposition is maximised.
- In collaboration with the Head of Women's Football, establish and manage seasonal commercial revenue targets and forecasts, regularly monitoring performance, identifying risks and opportunities, and implementing strategies to achieve and exceed commercial objectives.
- Identify and deliver cross-selling and upselling opportunities across the club's commercial portfolio, maximising partner value, increasing commercial revenue, and developing integrated partnership solutions that leverage the full breadth of the club's assets.



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KEY RESPONSIBILITIES

SKILLS, KNOWLEDGE & EXPERIENCE REQUIRED:

- Significant experience in business development or commercial sales roles, ideally within sport, entertainment, or media. Proven track record of consistently achieving and exceeding revenue targets.
- Demonstrated ability to build, manage, and convert a high-quality pipeline of new commercial opportunities.
- Ability to develop compelling, insight-led partnership propositions aligned with brand objectives and club values.
- Experience building and managing strategic relationships with senior decision-makers.
- Expertise in creating high-impact sales presentations and delivering persuasive pitches.
- Confident communicator with experience engaging multi-level audiences and influencing decision-making.
- Strong proficiency in managing sales pipelines, CRM systems (e.g. Salesforce), and performance reporting.
- Excellent prioritisation skills and resilience in a fast-paced, target-driven, high-performance environment.



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KEY PERFORMANCE INDICATORS (WHAT GOOD LOOKS LIKE):

- Continuously refining the women's sales strategy to drive achievement of key business objectives and KPI targets.
- Deliver high-value, strategically aligned commercial partnerships for Women's Football, driving revenue growth, strong approval-to-conversion rates, and sustained partner value/retention.
- Growth of commercial portfolio through acquisition of high-value, strategically aligned partners.
- Deal execution effectiveness, measured by successful contract closures and conversion rate of qualified opportunities.
- Delivery of commercially impactful activations.
- Increase in long-term partnership value.
- Quality of partner mix, ensuring brands align with club identity, values, and fanbase relevance.
- Contribution to broader commercial strategy through revenue growth and market expansion.
- Expansion of global commercial reach and brand profile.



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WHO ARE WE?

Ipswich Town Football Club has a proud history and an exciting future.

Already one of the most storied clubs in England following the successes of Sir Alf Ramsey and Sir Bobby Robson in the 1960s, 70s and 80s, promotion to the Premier League for the 2024/25 season was the culmination of a journey which saw the Club rise from the third tier to the top table of English football in successive seasons, led by Chairman Mark Ashton and Manager Kieran McKenna.

Significant investment has been made in all areas of the Club in recent years, with upgrades to Portman Road making our home a venue fit for world class concerts, top-level boxing and other events, while the next major development project will see the construction of a state-of-the-art performance complex at our Playford Road training base as we look to build a platform for sustained success.

The work of our vibrant Foundation underpins our commitment to Ipswich and Suffolk, with a full range of initiatives supporting our aim to build an empowered, inspired, and inclusive community.

The Club is committed to building an inclusive, ambitious, hard-working, passionate and energetic team off the pitch as well as on it, with our people knowing they can make a real difference as we strive for further success.

WOMEN'S PARTNERSHIP MANAGER

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IF THIS IS YOU:

If you are interested in applying for the role, please complete an [online application](#) form detailing why you are the ideal candidate for this position. Please note CVs will not be accepted for this role.

Please note that due to the high volume of applications we receive; only those successfully shortlisted for the role will be personally contacted. Therefore, if you haven't heard from us within four weeks of the closing date, please assume you haven't been shortlisted on this occasion.

SAFEGUARDING STATEMENT

Ipswich Town Football Club is committed to safeguarding the welfare of children, young people and adults at risk and requires all employees to share this commitment and promote the welfare of these groups. Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). Appointment to this role is subject to a satisfactory Enhanced DBS Check (with children's barred list check) and references.

EQUALITY STATEMENT

The successful candidate must ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relationships between all internal and external stakeholders.



WELCOME TO SUFFOLK

There is a traditional theme running through Suffolk. It is a region of seaside entertainment, fish and chips on the beach and lazy days in the county.

Beautiful Constable countryside, fabulous coastline, remarkable wildlife and more. You can take a step back in time to explore Suffolk's fascinating history, and get right back up to date by visiting the modern, bustling town of Ipswich. There are also some great beaches in and around the area.

Ipswich has a unique, diverse identity with high quality restaurants, harbourside cafes, arts and shopping opportunities, making it the ideal place to live.

Wider job opportunities for your family are readily available in and around Ipswich in a number of different industries.

COMMUTING:

Ipswich is well connected both domestically and internationally.



Heading west on the A12, London is 86 miles away, while northbound on the A14 you can be in Cambridge within 60 minutes.



Frequent trains from Ipswich to London go directly into Liverpool Street and take just over 60 minutes



Ipswich Station,
Burrell Rd,
Ipswich
IP2 8AL