



**WOMEN IN  
FOOTBALL**



**PARTNERSHIPS MANAGER  
CANDIDATE INFORMATION PACK**

# ABOUT THE JOB

<b>Title</b>	Partnerships Manager
<b>Location</b>	UK, remote/home-based with some travel required
<b>Working hours</b>	Full time, 40 hours per week
<b>Salary</b>	£32,500 plus 25 days holiday a year

## Purpose of the role

You will be responsible for the delivery and retention of Women in Football's strategic partnerships, whilst also developing a targeted pipeline of new, values-aligned partners to support business growth and delivery of our strategic outcomes.

The role combines senior partnership management with proactive revenue generation activity, ensuring that existing partners experience high-quality service and clear impact, and that new partnerships are secured. The post-holder will work closely with the Deputy CEO and CEO to open doors to new partners, progress opportunities, and convert them into sustainable, multi-year relationships.

## Success Measures

- To grow the number and value of aligned partnership opportunities Women in Football have resulting in impact for our members.
- To deliver Women in Football's partnership activation with clubs and brands, striving to exceed the expectations of those we work with.
- Highlighting best practice across our partner eco-system and demonstrating impact of our work.
- Supporting a motivated, effective team of consultants and associates who support our work.

## Job Description

### Partnership Delivery & Retention

- Lead the end-to-end delivery and management of a portfolio of key commercial partnerships, club members, and consultancy clients, ensuring a consistently high-quality partner experience.
- Act as the primary point of contact for your designated partners, building trusted relationships that support satisfaction, renewal, and long-term commitment.
- Ensure contractual commitments and partnership rights are delivered effectively, coordinating across internal teams to maintain quality and timeliness.
- Identify and progress opportunities to deepen and extend partnerships, including renewals, expanded scope, and multi-year agreements, informed by partner needs and organisational priorities.
- Oversee and coordinate the delivery of Women in Football's consultancy offering, maintaining a strong understanding of the market, partner requirements, and sector trends.
- Develop and maintain robust reporting on partnership performance and impact, providing regular insight to the Deputy CEO, CEO, and Board to support decision-making and renewals.
- Represent Women in Football with credibility and professionalism at partner meetings, industry events, and conferences, as appropriate.

## Commercial Growth & Pipeline Development

- Proactively identify, research, and engage new prospective partners aligned to Women in Football's strategy, values, and audience.
- Build and maintain a prioritised pipeline of new partnership opportunities, tracking progress from early engagement through to conversion.
- Initiate and support senior-level conversations with prospective partners, often alongside the Deputy CEO or CEO.
- Leverage Board, ambassador, members, and leadership alumnae, alongside direct outreach, to open doors and progress opportunities.
- Support the development of proposals, pitch materials, and funding cases that clearly articulate value, impact, and return on investment.

## ABOUT WOMEN IN FOOTBALL



Women in Football (WIF) is a vibrant and fast-growing professional network of more than 12,000 people of all genders who support equality in the football industry. We're taking action to level the playing field for all roles, on and off the pitch, in both women's and men's football, because diverse organisations and sectors are not only fairer – they perform better too.

Supported by a number of partners, we celebrate the achievements of women in football, campaign for gender equality, challenge discrimination, and provide regular networking events and professional development opportunities for our members.

We stand ready to work with stakeholders across football and beyond who share our vision of a future for the world's most popular sport where gender discrimination no longer exists.

## Working for us

Join Women in Football and you'll become part of a small, friendly team whose work is uniquely rewarding and where no two days are the same. We're a remote working organisation whose staff keep in close daily contact online and meet regularly at face-to-face events and team days.

In our latest staff survey, team members agreed with a score of 8 out of 10 that "Women in Football is a great place to work" and "I am excited about where this organisation is going".

With a recent upsurge in membership and commercial partnerships, you'll be joining WIF at an exhilarating moment of growth. Your input will enable us to do more than ever before to make football a gender-equal environment.

## ABOUT YOU

The ideal candidate for this job will have:

### Essential

- A commercially astute and proactive problem solver who generates new ideas, challenges the status quo, and applies a structured test-and-learn approach to deliver results.
- Passion and belief in what we do.
- Proven experience in sports partnerships, partnership management, commercial growth, or senior account management, ideally within football or a closely related sports ecosystem.
- Demonstrable success in delivering, retaining, and growing partnerships, including initiating, and progressing new partner relationships.
- Strong commercial judgement, with a track record of securing new income and growing revenue through strategic partnerships rather than transactional sales.
- Confidence engaging and influencing senior stakeholders, with the ability to build trusted, long-term relationships.
- Ability to balance partnership delivery, relationship management, and targeted growth activity within a small, high-performing team.
- Excellent written, verbal, and presentation skills, with the ability to articulate a clear, compelling partnership proposition and impact narrative.
- Strong understanding of the football landscape and the dynamics of sports, media, or rights-based partnerships.

### Desirable

- Experience working in purpose-led, membership, or values-driven organisations.
- Understanding of multi-year partnership, sponsorship, or funding models.
- Experience using impact data and insight to support renewals, growth conversations, and commercial decision-making.

If you believe you could be the right person for the job, we strongly encourage you to apply even if you don't meet all the criteria listed above.

Diversity, equality, and inclusion are in WIF's DNA and our commitment to them is what drives us. We celebrate multiple approaches and multiple points of view, and everyone is welcome. If you work with us, you'll be empowered to bring your whole, authentic self to work to be you. We know that this is how you will thrive, and that if you thrive, WIF will thrive.

We want our workplace to look like the communities we serve. We welcome applications from all backgrounds and especially encourage applications from people whose ethnicity is underrepresented in the football workforce, LGBTQ+ people, disabled people, people of faith, men, and people who have experienced exclusion or marginalisation.

We want this recruitment process to be as accessible as possible but know that there might be more that we can do, particularly if you have experienced exclusion, disadvantage, or discrimination, or if you have particular accessibility needs. We would be happy to provide any reasonable adjustments that you may require – please get in touch with us, and we can think together about how to make this process easier for you.

## ABOUT THE PROCESS

Email your application for this job to [lisa@womeninfootball.co.uk](mailto:lisa@womeninfootball.co.uk) by **23:59** UK time on **Wednesday 11 March**. Please include your CV with a covering note explaining how you meet the criteria laid out in this application pack.

We'll aim to notify you by **Friday 13 March** whether we'd like to invite you for interview. The first round of interviews is scheduled for **Friday 20 March**. Final outcomes should be confirmed by **Friday 27 March**.

If you have any questions about our recruitment process or the role which aren't answered in this application pack, please email [info@womeninfootball.co.uk](mailto:info@womeninfootball.co.uk).

Thank you for your interest in working for Women in Football, we hope to receive your application soon.