



SCOTTISH WOMEN'S
FOOTBALL

ROLE TITLE: Commercial Partnerships Manager

RESPONSIBLE TO: SCOTTISH WOMEN'S FOOTBALL (SWF) CEO

SALARY: £26-30k (plus potential bonuses)

LOCATION: HAMPDEN PARK, LETHERBY DRIVE, GLASGOW

This is a full time, two-year fixed-term position (35 hours per week with attendance on match days as and when required) with Scottish Women's Football. SWF's office is at Hampden Park, but current circumstances mean staff are largely working remotely.

ABOUT SWF

Scottish Women's Football aims to ensure that football is a sport for all women and girls and seeks to work hard to ensure everyone is supported to make that happen. We own and manage 66 competitions across Scotland including:

- Scottish Building Society SWPL (Scottish Women's Premier League)
- SWPL Cup
- SWF Championship
- SWF Championship Cup
- SWFL (Scottish Women's Football League)
- SWFL Cup
- Highlands & Islands League
- Highlands & Islands League Cup
- Scottish Women's Cup
- Youth Regional League Cups
- Youth Regional Leagues
- Scottish Youth Cup
- Youth National Performance Leagues
- Youth National Performance League Cups



We aim to:

- Support more girls and women into the sport
- Be strong ambassadors for more women in sport
- Have regular mainstream coverage – cross channel
- Attract strong partners with a shared interest in our objectives
- Support the professionalisation of our clubs
- Have a vibrant and growing audience
- Have investment flowing into the game to support the strategic objectives and the ambitions of our players, clubs, and the National Team

JOB PURPOSE:

Scottish Women's Football is at an exciting juncture – as we seek to grow all elements of the girls' and women's game, we are expanding our team. We are looking for a dynamic and creative Commercial Partnerships Manager who will report directly to the Chief Executive. This role requires someone who can successfully forge new commercial partnerships and activate them, generate campaigns for our partners, help increase commercial revenue, and gather data to chart the growth of the game across a range of fronts.

Working closely with the non-executive Commercial Director and wider SWF team, the Commercial Partnership Manager will be responsible for building and maintaining relationships with our partners ensuring effective rights delivery.

Key Responsibilities:

- Management and delivery of commercial rights
- Optimising commercial revenue from broadcast agreements with multiple partners
- Creation and development of marketing and activation plans
- Day to day account management of partners
- Delivery of match day assets and obligations, including broadcast media management
- Develop relationships with key internal and external stakeholders, including member clubs
- Implement research and measurement programmes that can demonstrate return on investment (ROI) to partners, give insight into the growth of the game, and help develop understanding of the social return on investment (SROI) of women's football
- Creation and presentation of effective marketing
- Developing and executing social media activity
- Support the attraction of new partners by creating case studies and supplying appropriate data and insight
- Work collaboratively with clubs to realise commercial opportunities



PERSON SPECIFICATION:

Education, Qualifications, Experience

- Graduate level (or equivalent experience) with a proven marketing background
- Relevant sports marketing experience, including across digital channels
- Experience of managing a rights delivery programme, preferably in a sporting environment
- Good understanding and proven experience of working with the media and broadcast media management

Skills, Abilities, Behaviours

- Strong communication skills and ability to build relationships with colleagues and clients
- Excellent account and project management skills
- Strong organisational skills and attention to detail
- Self-reliance, drive, energy, innovation, creativity and a strong focus on delivery
- Thinks ahead, generates innovative ideas
- Gets things done, delivers to highest of standards, takes responsibility
- Positive outlook and looks for solutions when challenged
- Enthusiastic with a strong team ethos and delivers under pressure
- Outgoing and interested in brands, marketing and sponsorship
- Able to work both autonomously and take a lead in projects
- Recognises the power of football and the impact and reach it has
- Able to work flexibly
- Strong commitment to service delivery and customer care
- Understands and respects the organisation's mission statement, values, and objectives
- Proactive and solutions driven approach

Closing date: 5pm, 18th October 2021

Please apply by sending in your CV and job specific covering letter detailing at least two references and with the term "Commercial Manager" in the subject line to Aileen Campbell:

jobs@scotwomensfootball.com.

Due to the high number of anticipated applicants, it will not be possible to get back to everyone to let them know if they will be invited to interview. All successful applicants will be contacted within two weeks of the closing date.

SWF is an equal opportunities employer. We welcome applications from suitably qualified persons regardless of age, gender, gender reassignment, sexual orientation, religion or belief, marital or civil partnership status, race, colour, ethnic or national origin, pregnancy, maternity or disability