



Job Description:	Partnerships Sales Executive
Department:	Partnership Sales
Reporting:	Partnership Sales Manager
Location:	27GWR
Salary:	£24,000-£26,000 per annum

Background

Brentford Football Club is a Premier League football club based in the London Borough of Hounslow. The Club was founded in 1889 and has been through a period of great change in the past year. Brentford moved to a new, 17,250-seater stadium with outstanding facilities for fans, broadcasters, corporate guests, and the community in the summer of 2020, having previously played at their historic Griffin Park home for 116 years.

At the end of the first season in the new stadium, Brentford won promotion to the Premier League. The Club's first season in the top flight of English football since 1947 will start in August 2021. Promotion and a move to a new stadium are parts of a longer-term vision that aims to see Brentford FC sustain top level football on the field and ensure that the Club is sustainably run off the field.

Situated next to the M4, the new Brentford Stadium is at the centre of the Brentford East redevelopment scheme, which includes the construction of more than 900 new homes, a new purpose-built location for Brentford FC Community Sports Trust, and a public square with shops and cafés. Brentford FC plays a very active role in its local community.

The Club is a four-time winner of the EFL Community Club of the Year Award and is the only professional football club in the UK with a Business in the Community and Community Mark Award. In total, Brentford FC Community Sports Trust delivers more than £13 million of social benefit to the West London area.

Brentford FC is an organisation which values and is passionate about diversity and inclusivity. We welcome applications from all qualified applicants and, whilst our recruitment decisions are always based on merit and suitability, we would also like to encourage those qualified candidates from underrepresented groups within our organisation to apply; this currently includes those from ethnically diverse backgrounds, women, those from the LGBTQ+ community and those with disabilities.



The Role of the Partnerships Sales Executive

The Partnerships Sales Executive will be part of the Club's Partnership Sales team, which is responsible for securing all of Brentford's Club Partners and is a central component to grow the Club's commercial revenue.

The primary purpose of the role is outreach to target companies to secure initial meetings. This role will be crucial in the process of securing new commercial partners for the Club.

Main Accountabilities

- Proactively identifying relevant companies within key sectors for prospective partnerships.
- Follow contact strategies, including identifying key decision makers and influencers within target accounts, researching the correct points of contact and sourcing their contact information.
- Make contact with relevant sales targets with the purpose of setting up new meetings with senior executives and decision makers.
- Support the Intel & Insights Team to develop rationale for identified companies for why a partnership with Brentford FC would be relevant, and identify their business needs. Collaborate with the Sales team to ensure they are each armed with the most up-to-date insights.
- Adhere to all relevant club policies.

General Club Accountabilities

- To ensure compliance with all relevant Club policies, including health and safety policies and with specific reference to the data regulations (GDPR and PECR)
- To ensure compliance with all relevant legal, regulatory, ethical and social requirements including safeguarding
- To build and maintain good working relationships both internally and externally, maintaining a professional image at all times when representing Brentford FC
- To keep confidential any information gained regarding the Club and its personnel
- To maintain a flexible approach to work at all times

Key Relationships

- Partnership Services Team
- Intel & Insights Team



Person Specification - Essential Personal Characteristics

- Confidence and eagerness to speak to, meet and contact new people
- Proactive attitude and a self-starter who takes initiative
- Strong commercial awareness and entrepreneurial drive
- Good communication skills, both written and verbal
- Professional, confident, motivated and enthusiastic
- Ability to tightly manage your time effectively and productively
- Resilience and perseverance
- A positive, bright and energetic demeanor
- Willingness to support the team in relevant admin tasks
- Proficient use of MS office applications
- Previous experience of the following will be an advantage but not essential:
 - Researching and developing a key lead list
 - Working within an outbound sales environment
 - Working with Executive & C-Level individuals
 - Use of Salesforce and LinkedIn Premium

Applications

To Apply

Submit your CV and Cover letter to the application in the link below by the 8 December 2021:

<https://hr.breathehr.com/v/partnerships-sales-executive-19963>

Any applications without attached documents will not be considered.

Suitable candidates may be interviewed earlier.

If you do not hear back from us within two weeks post application closing date please assume you have been unsuccessful. Due to the volume of applications received we are unable to get back to all applicants.

We aim to be an inclusive and diverse Club, therefore, it would be great if you could spend a couple of minutes to complete our Equality and Diversity Monitoring

Questionnaire using the link below:

<https://forms.office.com/r/yvTE3Ua2vG>