**JOB DESCRIPTION**

**JOB TITLE:** Partnership Planning & Creative Manager

**DEPARTMENT:** Partnerships

**REPORTS TO:** VP. Director Partnership Planning & Creative

**LOCATION:** City Football Marketing (CFM), London

**DATE:** Sept 2019

**Job purpose**

The Partnership Planning and Creative function plays a crucial role in supporting the Partnership Departments primary objective of securing new and renewing existing commercial partners to support the continued growth of all City Football Group (CFG) properties (Manchester City Football Club, Manchester City Women’s Football Club, New York City Football Club, Melbourne City Football Club, Girona FC, Yokohama F. Marinos, C.A Torque, Sichuan Jiuniu FC). Helping to create a competitive advantage in the marketplace by developing a differentiating partnership proposition, informed and powerful proposals. The team also provides a level of creative and strategic support to existing Group/Club Partners in order to maximise the impact of their partnerships.

The person in this role will be expected to help add value to the sales process and existing partnership portfolio by supporting the creation and development of new platforms, ideas, approaches and proposals that continue to add value to our partnership proposition. In addition, they will be expected to play a supporting role on key strategic projects within the Partnerships Department and in cross departmental task forces. The ability to comfortably prioritise, progress and deliver a high volume of varied creative and strategically important projects is vital to the success of the role.

**Key responsibilities**

* Support the creation of powerful partnership proposals for prospects & existing partners through:
  + Facilitating creative sessions (internal & external) to capture ideas and develop initial thinking
  + Identifying and developing strong partnership territories/platforms and concepts
  + Selecting and packaging the optimal asset mix to deliver the desired results
* Help bring final proposals to life in the most powerful way by:
  + Crafting the structure, narrative and storytelling of proposals
  + Creating a sense of theatre
  + Developing experiences that showcase and immerse prospects in the opportunity in order to engage, excite and positively impact them
  + Support with the presentation of certain proposals
* Market & trend watch
  + Ensure the Partnerships Department is informed of key developments and trends from across the sports, entertainment, marketing and other relevant industries
  + Feed key market information and insights into individuals, teams, proposals & workstreams and help colleagues understand the relevance, considerations and impact for their respective prospects/partners or projects
  + Provide inspiration to team to continue to innovate ideas and approach
* Strategic projects & cross departmental task force involvement. Representing:
  + Planning & Creative function in key Partnership departmental projects
  + Partnerships Department in wider strategic business projects across Clubs and Group
* Develop strong knowledge of, and collaboration with, other departments in order to identify opportunities to develop and integrate latest initiatives from across the Group/Clubs into commercial effort. Specific focus on Group & Club Marketing, Media & Digital and Research & Insights.
* New concept and asset creation
  + Help identify new concepts and assets to add value to commercial efforts
  + Work with Partnership Operations team and other departments to ensure deliverable
  + Work with business intelligence team to understand value and set pricing
* Networking and relationship-building:
  + Develop and maintain excellent relationships across the sports industry, including but not limited to: global companies, regional brands, football clubs, sports marketing agencies, advertising agencies, media and PR companies. Particularly those that are best placed to help CFM meet its objectives.

**General responsibilities**

* Compliance with Club policies
* Compliance with the Club’s health and safety procedures
* Compliance with the Club’s safeguarding policies
* To undertake such other duties as may be reasonably expected
* To maintain professional conduct at all times

**Key relationships**

The role requires a proactive, open and collaborative approach to relationships with all levels and teams within the Partnerships Department, individuals and departments from across the wider City Football Group and external stakeholders.

* **Main Internal Relationships:**
  + Senior VP. Group Commercial Director
  + VP, Director of Partnerships Planning & Creative
  + VP, Director of Partnerships Strategy & Operations
  + VPs, Directors of Partnerships (APAC, EMEA, Americas)
  + Partnerships Sales Team members (APAC, EMEA, Americas)
  + Partnerships Marketing Team members (APAC, EMEA, Americas)
  + Head of Partnerships Operations
  + Graphic Design Manager & Designers
  + Business Intelligence Executives
* **Main CFG & External Relationships:** 
  + Group and Club Marketing Departments
  + Commercial Media and Digital Departments
  + Research and Insights Team
  + Operations Development Team
  + Prospective Partners
  + Existing Partners
  + Agencies and Suppliers

**Organisation chart**

**Person Specification**

**Job Title:** Partnership Planning & Creative Manager **Department/Location:** Partnerships / CFM, London

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| **Knowledge:** the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc |
| Essential   * Very good understanding and knowledge of sports marketing & commercial partnership activation   Desirable   * Knowledge and understanding of core marketing elements and principles |
| **Technical/work-based skills**: skills specific to the job e.g. language competence, typing skills, coaching skills etc |
| Essential   * Ability to develop creative, professionally structured and presented proposals & supporting materials |
| **General skills and attributes**: more general characteristics e.g. flexibility, communication skills, team working etc |
| Essential   * Creative thinker with an innovative outlook * Results-driven * Proven ability to structure, manage and prioritise a varied project workload * Strong communication & interpersonal skills * Proactive and entrepreneurial approach * Problem solving skills * Ability to meet deadlines and work under pressure * Keen attention to detail * Proven ability to work in a cross-team / department environment   Desirable   * Strong analytical skills would be considered a plus |
| **Experience:** proven record of experience in a particular field, profession or specialism. Any period of work required must be appropriate and not excessive. |
| Essential   * Significant experience in an agency, brand or rights holder working in sports marketing and/or sponsorship activation linked to commercial partnerships   Desirable   * Proven track record in business development and/or driving value from partnerships for the benefit of the benefit of Partner and respective business * End-to-end involvement in pitch process from development of ideas and approach to pitching the proposal to Partners and/or Prospects |
| **Qualifications**: the level of educational, professional and/or occupational training required |
| Essential - Educated to a degree level  Desirable - Marketing orientated degree or qualifications |