

Key Account Manager

Job Ref: REQ260701

School/Department summary:

Loughborough Sport is the overarching sport and physical-activity Professional Service of Loughborough University. It covers a wide spectrum: elite performance sport, recreational sport, coaching and volunteering, facilities, student clubs, and inclusive programmes.

Job Description

Job Family and Grade: Management and Specialist Grade 6 (MA6)

Job Purpose

Sport at Loughborough is a key pillar of the University strategy. In recent years' investment into sport and the sport experience for students has been significant and critical to retaining the high levels of overall student experience on which the University prides itself. You will lead the key account management for Loughborough Sport's high value commercial and strategic partnerships, including a portfolio of sponsors, key partners, national governing bodies and other key organisations within our ecosystem. You will be responsible for the development of relationships, coordinating the delivery of commercial agreements and effectively managing the accounts.

This role will:

- lead the management of Loughborough Sport's portfolio of high value commercial and strategic partnerships and be responsible for cultivating and maintaining strong relationships.
- Proactively lead the full partnership lifecycle, from contract creation and onboarding through activation, ongoing account management, performance optimisation and renewal, ensuring an outstanding client experience at every stage and leading all contract renegotiations.
- work closely with the Commercial Partnerships Lead, Marketing and Events teams, as well other areas of Loughborough Sport and the wider university ecosystem, to ensure agreed activations are achieved in a timely and contractually compliant manner and all opportunities are maximised.

Key Tasks

- To proactively lead and manage our current and prospective high value commercial and strategic partnerships to maximise output to all parties and ensure contractual obligations are fulfilled, ensuring alignment with strategic objectives, and conducting regular reviews to optimise partnership outcomes.
- To work collaboratively across the campus ecosystem to maximise opportunities beyond Loughborough Sport's remit, interconnecting other areas of the organisation such as our Research and Innovation office, School of Sport, Exercise and Health Science and Alumni department to enhance our asset offering.
- To drive the development of strong collaborative relationships with colleagues across Loughborough Sport and across the University's ecosystem, including campus partners and key national governing bodies.
- Identify new target markets and work with the head of commercial partnerships and other senior colleagues on proactively prospecting the market for business development opportunities, and effectively triage incoming partnership enquires.
- To manage the delivery of sport related commercial or profit driven events and special project activity such as commercial projects and VIP functions.

- Maintain a database of all existing/past sponsors, ensuring contractual requirements are recorded, reviewing dates set, and ensuring that invoicing is undertaken at correct times and contact logged.
- Responsible for ensuring effective monitoring, timely reporting and delivery of targets.

Job Duties

- To be assigned key account manager for Loughborough Sport commercial relationships, including regular contact with client lead and accountability for managing activations as per contracted clauses.
- To provide quarterly updates to all commercial contracts to demonstrate ROI and value of relationship.
- Proactively manage and assess commercial relationships; finding new and exciting ways to ensure that these are activated and delivered at a world-class standard.
- Writing high-quality external communications documents, including sponsorship proposals and materials as required (working closely with relevant departments).
- Take a data driven approach to decision making, ensuring relationships and impact are tracked consistently and to assess Sport trends to further develop commercial relationships.
- Ensuring knowledge of strategic partners, sponsors, suppliers and collaborators is understood across the organisation and communicated effectively.
- Contribute to cross campus working, attending steering groups on behalf of Loughborough Sport when required.
- To oversee and be responsible for the initial drafting of contracts and deliverables and the renegotiation of lapsing agreements.
- To oversee and be responsible for ensuring all partner contracts are logged, including review dates, invoicing requirements and that all contractual requirements are managed/met.
- To deliver and manage contractual obligations for sponsors and business development contracts.
- Work with the Loughborough Sport Marketing and Sport PR Officers to ensure all sponsor requirements are met and create maximum positive media exposure. Where appropriate, ensure press and PR outcomes are flagged to media staff.
- To support the creation of the sponsorship annual budget, working with the Head of Commercial Partnerships to set income and expenditure per annum.
- To manage the VIP database alongside the PA and Projects Officer to ensure it is kept up-to-date and that we have all key current and prospective contacts logged.
- To attend relevant team meetings and any other necessary meetings and contribute as appropriate.
- To undertake other duties, commensurate with the grade, as may reasonably be required.

Points to Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility outlined in the document.

Special Conditions

It will be necessary, on occasions, to work outside normal working hours including some work in the evening and at weekends.

Organisational Responsibility

Reports to the: Deputy Director of Sport (Head of Sport Commercial Partnerships and Facilities)

Direct Reports: N/A

Budget Responsibilities: Managing key commercial partner accounts and budgets associated

Person Specification

Your application will be assessed based on the essential and desirable criteria listed below.

Applicants are strongly encouraged to explicitly demonstrate how they meet each essential (and desirable) criteria at the application stage. The criteria that you need to demonstrate in your application will be listed as Stage 1 in the table below.

Stages of assessment are as follows:

- 1 – Criteria measured within the Application
- 2 – Criteria measured at Test/Assessment Centre/Presentation
- 3 – Criteria measured at Interview

Essential Criteria:

Area	Criteria	Stage
Experience	Demonstrate skills, knowledge and substantial experience in the implementation of commercial projects plans and contracts and activating commercial relationships.	1,2,3
	Experience of generating income to targets and working within a complex organisation.	1, 3
	Experience of working with commercial partners and external clients in a leading capacity.	1,3
	Experience of managing detailed budgets and invoicing.	1,3
	Understanding of brand protection and growing value in a brand.	1,3
Skills and abilities	Excellent project management, analytical and organisational skills.	1,2,3
	Excellent communication and interpersonal skills and the ability to develop good working relationships with people at all levels.	1,3
	Excellent PR and copy writing experience.	1,2,3
	IT skills necessary for analysis, report writing, presentations and general communication (Microsoft Office).	1,2,3
	Excellent time management skills with the ability to multi-task and work under pressure to meet deadlines.	1,3
	Ambitious, self-motivated, and entrepreneurial with the ability to develop financial and business modelling skills.	1,2,3
	Excellent influencing and negotiations skills.	1,3
Training	Commitment to development of self and others and a willingness to actively participate in a programme of continuing professional development.	1,3
Qualifications	Educated to degree level or relevant experience	1,3
Other	Demonstrate an ability to behave in a way that adheres to equitable and inclusive working practices, while respecting diversity of thought and supporting freedom of speech and expression.	1,3
	Understanding of the HE Sector.	1,3
	Willingness to work outside normal working hours, including some work in the evenings and at weekends.	1,3

	A passion for sport.	1,3
	A commitment to observe the University's H&S and IT Acceptable Use policies at all times.	3
	Excellent interpersonal communication skills, including tact and assertiveness and the ability to communicate at all levels in a complex environment.	1,3
	Adaptable and flexible to changing demands and new challenges.	1,3
	Attention to detail with an ability to work to tight deadlines.	1,3

Desirable Criteria: These are skills, experience and competencies that are additional extras that may be used to narrow the pool down if we receive a high volume of applications that meet the essential criteria.

Area	Criteria	Stage
Experience	Experience within the sports industry.	1,3
	Previous experience of managing a budget.	1,3
	Experience of generating income within a not-for-profit organisation.	1,3
	Previous experience of developing content for websites.	1,3
	Experience of drafting contracts and SLA agreements.	1,3
	Experience reporting on and monitoring performance, and implementing reporting systems.	1,3
Qualifications	Professional Chartered Marketer (CIM) or CIPR equivalent.	1,3
	Recognised qualification in sport/leisure management.	1,3
Other	Knowledge of a broad range of sports and their requirements.	1,3
	An understanding of the working practices of University sport and the role of the Student and Athletic Unions.	1,3

Conditions of Service

The appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.
- Support and contribute to the University's commitment to Equity, Diversity, and Inclusion (EDI), while carrying out all duties in a way that respects these principles and upholds the right to free expression. Further information about EDI at Loughborough and our strategic aims is available on our website.

Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous**, **Collaborative**, **Creative**, **Authentic** and **Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our [vision and values](#).

Our Accreditations



We strive to create a culture that supports equity and celebrates diversity throughout the campus. The University holds a [Bronze Athena SWAN award](#) which recognises the importance of support for women at all stages of their career.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared a disability, provided that the essential criteria for the role are met. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.



We are proud supporters of the [City of Sanctuary movement](#) and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.