

Job Description

Job title	Assistant Director of Sport – Commercial & Strategic Partnerships
Department	CCSG – Warwick Sport
Grade	FA8

Job purpose (a brief summary of the role)	The purpose of this role is to lead the commercial strategy of Warwick Sport and development of strategic partnerships that drive mutual value across the breadth of the university. By formulating and executing strategies to expand sponsorship, foster partnerships, revenue to enhance the student experience, this position plays a crucial role in elevating the profile of sport at a Warwick through a commercial lens. The posts existence is fundamental to achieving ambitious commercial targets, maximising business growth through events and facility hires, and ensuring seamless collaboration with the Sport Delivery and Operations department. Through proactive engagement with stakeholders, market assessment, and strategic planning, the Assistant Director of Sport drives the success and sustainability of Warwick Sports commercial endeavours. Warwick Sport delivers a comprehensive programme of sport, physical activity, and community engagement across the University of Warwick’s indoor and outdoor facilities. The Commercial & Partnerships team oversees key revenue activity across memberships and events – along with the management of strategic partnerships.
Duties and responsibilities	Leadership and Staff Management • Provide clear strategic direction aligned with Warwick Sport and function goals, while fostering a collaborative and respectful team environment. • To manage the Commercial & Strategic Partnerships function to achieve ambitious individual and team targets. Holding the team to account for their performances through clear objectives and KPIs. • Support staff development through recognition of strengths and growth opportunities, and ensure high performance via clear expectations, regular feedback, and accountability. • Manage resources, staffing structures, and budgets within Commercial & Strategic Partnerships team, making independent decisions to achieve strategic priorities. Strategic Development • In conjunction with the senior leadership team, support the implementation of the Universities Active Wellness and Sports strategic vision aligned to the university strategy. • Take a proactive and targeted approach, market horizon scanning and industry trends identifying partnerships in the non-endemic and endemic sectors. • Drive the pipeline management process – tracking progress of prospective partners, reporting to stakeholders, maintaining momentum with conversations, and sales conversions. • Develop innovative and tailored sponsorship packages that meet partner needs, while aligning with university values. • Refine the commercial strategy by reviewing the approach and tactics to research, outreach, commercial assets, and sales materials Commercial Management • Responsible for achieving the businesses headline income target and delivery of the commercial requirements of the Warwick Sport strategy across brand partnerships, membership, sales, events, and merchandise • Identify and prepare new business cases for new revenue generation stream for sport at University of Warwick through proposing, planning, and implementing new opportunities.

	• Responsible for all Marketing, Digital, Engagement and Sponsorship services that drive revenue, increase profile, and deliver transformational change across both the University • Lead the development and implementation of a membership growth strategy, including acquisition, marketing, and retention in order to deliver volume and income growth against ambitious targets. • Maximise business growth through developing long-term partners for event and facility hires consistent establishing Warwick as destination for Sport. • Set challenging targets for staff; encourage development of new business; monitor progression towards sales goals/targets. Lead on high level strategic planning to develop a pipeline of new business to grow and retain existing partners (including increasing collaboration with conferences). • Manage all aspects of the Warwick Sports contract negotiations, obligations, and implementation. Duties include negotiating contracts, advising management, and supervising the implementation of contracts for optimal efficiency. Relationship Management • Develop trusted relationships with existing partners, demonstrating exceptional stakeholder management skills • Oversee delivery and execution of contractual partnership rights across Warwick Sports programmes Deliver creative and impactful activation plans that maximise partner ROI and enhance the Warwick Sports brand. Monitor and report on partnership and sponsorship performance, ensuring all contractual obligations are met, and mitigating revenue attrition Ensure meaningful collaboration with the Sport Delivery and Operations department so that products and services are aligned to the commercial strategies and we meet the needs of users.
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Person Specification

The Person Specification focuses on the essential and desirable knowledge, skills, experience, and qualifications required to undertake the role effectively. This is measured by (a) Application Form, (b) Test/Exercise, (c) Interview, (d) Presentation.

Essential Criterion No.	Essential Criterion Description	Measured by
E1	Educated to Degree Level with proven experience in commercial business	A
E2	Proven ability to lead, inspire and motivate others through effective leadership and management skills, creating a culture of high performance and continuous improvement in the team. Including the ability to lead and influence virtual teams.	A
E3	Able to delegate and manage competing demands, demonstrating high levels of tenacity, drive, and determination with a strong focus on successful outcomes	A & C
E4	Strong inter-personal skills with the ability to work in partnership with a wide range of parties both internally and externally, and deliver excellent services in a complex environment	A & C
E5	Proven influencing skills and the ability to represent the University's commercial interests with customers, clients, partners, and stakeholders including good commercial and business acumen and the ability to shape investment decisions	A & C
E6	An innovative and entrepreneurial thinker with the ability to identify new commercial opportunities for revenue generation	A & C
E7	Excellent report writing and presentational skills with the ability to build persuasive, evidence-based business cases	A, C & D
E8	Excellent organisational management skills along with the ability to implement and inform strategy	A & C
E9	Senior commercial management leadership experience within a large, complex organization with a track record in delivery of commercial services	A & C
E10	Strong financial management skills within a devolved context (e.g., financial governance, budgetary control, investment appraisal, resource management, business planning, marketing, operational processes, and risk management)	A & C
E11	A proactive approach with the ability to use initiative in dealing with issues as well as a flexible approach to work, ability to multi-task and satisfy the needs of different user groups	A & C
E12	Proven experience of commercial development and revenue generation with experience of a variety of commercial contractual arrangements and contact management	A & C
E13	Experience in developing evidenced- based business cases and investment appraisals	A & C
E14	Proven track record of successful partnership working with external business partners in sporting and non-sporting environments	A & C
E15	Proven track record of delivering value from suppliers	A & C

Desirable Criterion No.	Desirable Criterion Description	Measured by
D1	Evidence of continued professional development	A
D2	Experience of working in higher education.	A