

WORLD TENNIS ROLE OVERVIEW

JOB TITLE:	Senior Partnerships Manager
DEPARTMENT:	Commercial
REPORTING TO:	Head, Partnership Delivery
LOCATION:	Southwest London (some international travel may be required)

We currently work to a hybrid model requiring a mandatory minimum of 3 days per week working in the office based in Southwest, London and as part of this, Mondays and Tuesdays are 'anchor days' where all staff are obliged to work from the office.

World Tennis is the global governing body of tennis. Founded in 1913, its purpose is to ensure the long-term growth and sustainability of the sport, delivering tennis for future generations in association with its 214 national and regional member associations. World Tennis oversees the rules and regulations that govern international and national competition.

World Tennis is responsible for the worldwide development of tennis through its highly regarded Development Programme, its Science and Technical department which monitors equipment and technology, and its Officiating department which oversees the education and advancement of officials. World Tennis is the owner and co-owner of the two largest annual international team competitions in tennis, the Davis Cup and Billie Jean King Cup (BJKC) by Gainbridge and manages the Olympic and Paralympic Tennis Events on behalf of the IOC and IPC. World Tennis organises over 3,500 men's, women's and junior tournaments on the World Tennis Tour, World Tennis Beach Tour, UNIQLO Wheelchair Tennis Tour and the World Tennis Masters Tour. World Tennis upholds the highest standards of integrity and is a partner in the International Tennis Integrity Agency.

Overview of the Department:

The Commercial department is responsible for driving the commercial growth of World Tennis through the development, management, and delivery of global partnerships. The team works with a unique portfolio of assets across major events, professional and junior player pathways, and digital products, creating opportunities for partners to engage with the global tennis community. Working across areas including broadcast, digital, hospitality, fan engagement and community programmes, the team develops and delivers bespoke partnership solutions that maximise impact and support the long-term success of the sport.

The Role:

The Senior Partnerships Manager will have responsibility for managing the delivery of the Partnerships Management function with a key focus on delivering exceptional satisfaction and retention rates for World Tennis partners. World Tennis boasts a high profile set of partners including VISA, Rolex, BNP Paribas, UNIQLO, and many more – giving exposure to major global blue-chip companies and some of the biggest brand investors in sport. Reporting into the Head of Partnership Delivery, and managing a team of direct reports, the Senior Partnerships Manager will establish best in class processes and outcomes with partners and with relevant departments to ensure the smooth planning, delivery, and measurement of rights in line with partner objectives.

Responsibilities:

- Lead the day-to-day management of strategic partners through the management of Partnership Management Team.
- Manage meeting and contact cadence (on a client-by-client basis) to ensure client satisfaction.
- Work with the World Tennis partner portfolio and partnership management team to (i) understand and (ii) deliver success.
- Align key success criteria with each partner.
- Develop the junior members of the team to create a high-performance environment, setting and reviewing objectives.
- Lead relationship and briefing process with Event Ops and Comms managers to ensure the smooth execution of rights across the company in line with partner success criteria.
- Create and deliver new and engaging ways to drive client satisfaction.
- Oversee the design & delivery of surveys and record and benchmark satisfaction levels.
- Internal: Keep key stakeholders updated on progress, successes, and challenges.
- External: updates on events, press releases and news etc.

As the needs of the business can evolve rapidly this role may change accordingly, therefore this document should be viewed as guidelines which are subject to change.

Criteria:

- Strong partnerships rights delivery track record, working in sports and/or entertainment properties.
- Experience in negotiation and project management skills.
- Proven experience working with global brands, negotiating, and securing upsells and renewals through to contract.
- Success delivering high-quality partnerships in premium, multichannel (experiential, digital) environments with senior stakeholders.
- Commitment to structured, process driven and analytical rights' delivery approach.
- "Brand marketing aware" with ability to develop integrated brand marketing strategies with partners.
- Dynamic and energetic approach to partner engagement, with strong communication and negotiating skills; able to combine trouble-shooting and creative problem solving.
- Proven experience of account managing successful sponsorship relationships, and activation programmes.
- Familiarity using research, data, insights and measurement frameworks to evaluate sponsorship effectiveness, and translate performance results into actionable recommendations for partners.
- Advanced proficiency in Microsoft Office, with the ability to create high-quality presentations.

Desirable Criteria:

- Passion for and understanding of the commercial potential within sport.
- Excellent communication skills.
- Strong people and time management skills with a high level of care and attention to detail.
- Experience using Adobe Photoshop or similar design tools to enhance client-facing materials.
- Ability to speak languages would be advantageous.

What We Offer...

- 25 days holiday per annum plus bank holidays.
- Private Healthcare.
- Group personal pension scheme, Life assurance and Annual wellbeing allowance.
- Health Cash Plan.
- Ride2Work Scheme.
- Free lunch when working in the office (up to £9 per day).
- Complimentary healthy snacks and fresh fruit when working in the office.
- Working hours: based on 35 hours per week. Normal office hours are 09.00 -17.00 Monday to Friday. Flexible working hours possible, with core hours of 10am-4pm.

Application Process

Please send a covering letter and CV to worldtennis@psdgroup.com stating Senior Partnerships Manager in the subject field of the email, clearly indicating in your cover letter whether you require sponsorship or a work permit to work in the UK either now or in the future.

World Tennis processes your applicant data in accordance with our Privacy Notice – Recruitment, which can be found on [our website](#).

The successful candidate may be subject to an enhanced DBS or equivalent level Overseas Criminal Records Check.

Equality, diversity & inclusion (EDI) is a fundamental priority for World Tennis. Our philosophy focusses on embedding inclusive behaviours and processes across every element of our business practice.