

JOIN OUR TEAM **BUSINESS AND** **PARTNERSHIPS** **MANAGER**



**ENGLAND
FOOTBALL**



Business and Partnerships Manager Role Profile

Job Title	Business and Partnerships Manager
Reports to	Chief Executive Officer

Job Purpose

To support the work of Wiltshire FA as we look to increase our commercial income from a broader number of sources and, in parallel, to improve our capacity and capability to work closely with new and existing partners to deliver our purpose.

As a new role, and as part of the Senior Management Team, the postholder will play an important part in an exciting period of development and expected growth for the organisation – supporting all football participants and all communities across Swindon and Wiltshire.

The person appointed will be key to our commercial and engagement work – both are vital to how we deliver for everyone involved in clubs and leagues, in recreational football, and in work to increase levels of activity across the county to support greater wellbeing and community cohesion.

Reporting to the CEO, the successful candidate will also assist with our performance reporting, governance and compliance, and work to improve both processes and performance.

A key aim for the role is to support Wiltshire FA to sustainably achieve more through income generation, business process improvement and adherence to our compliance and governance commitments. The post holder will need to understand and have oversight of financial matters, including relevant controls.

Direct Reports

None at the outset, though this might change.

Location	Hybrid Role with a minimum of three days per week at Wiltshire FA, Green Lane Playing Fields, Green Lane, Devizes, SN10 5EP. The role will also require some travel across Swindon and Wiltshire and occasionally further afield, including Wembley and St George's Park.
Salary	£34,000 - £40,000 per annum
Working Hours	35 hours per week, with occasional evenings and weekends required to fulfil the requirements of the role.
Contract Type	Permanent.
Right to work	You must have the right to work within the UK for the duration of the contract.

Responsibilities

Commercial and income generation

- Identify, approach, and support partnership agreements with organisations in the business community, that allow us to deliver our purpose and are consistent with our values.
- Develop innovative opportunities that deliver value to partners and enhance Wiltshire FA's brand and reach.
- Ensure relevant agreements are in place with all partners (commercial and non-commercial) and oversee the delivery of commitments and objectives.
- Manage existing partnerships to ensure mutual expectations are achieved, if not exceeded, and support the continuation of successful relationships for the benefit of all.
- Oversee activation of partnership agreements, ensuring partners benefit from their investment and agreed outcomes are delivered.
- Use all reasonable endeavours to assist The FA in delivering its commercial partner programme in accordance with the reasonable instructions issued by The FA.
- Understand and monitor the external funding/commissioning environment, identifying relevant opportunities to consider, including the risks associated with each.
- With colleagues, as part of the annual budget process, agree the income requirement and growth priorities across relevant streams, e.g., corporate partnerships/sponsorship, grants and trusts, CSR partnerships, public sector commissioning, and other agreed income lines.
- Ensure partnership activity and agreements do not conflict with central FA partnerships and remain compliant with FA rules and all other relevant regulations, policy, processes and guidance.
- Build a sustainable commercial capability:
 - Build the commercial capability of Wiltshire FA – e.g., people, organisational structure, processes, technology, governance, and setting KPIs.
 - Manage and improve ways of working with colleagues to co-produce bids, plan delivery, and evidence outcomes (data, insight, and evaluation).
 - Manage internal relationships to ensure opportunities are developed and successfully delivered.

Grants, trusts, and other funding sources

- Research, identify and apply for grant and funding opportunities from local and central government, charitable foundations and corporate CSR initiatives.
- Lead on writing bids and the development of proposals, ensuring they are accurate, compliant, and meet the requirements of the relevant funder.
- Work closely with the Football Development team to identify funding needs and match them with appropriate funding opportunities, including co-producing bids and aligning evidence/impact reporting.
- Develop CSR partnerships with businesses that align with our purpose and that can deliver measurable community impact.

Stakeholder engagement

- Build senior relationships with partners across the public sector, third sector, and elsewhere to develop collaborative income opportunities and projects, e.g., local authorities, education, health, youth services and other relevant stakeholders.

Performance report, governance and compliance

- Track and report on commercial income and performance versus targets, providing regular updates to the CEO, the Board, and others.
- Support the production of financial and other reporting.
- Support the CEO and colleagues in work to achieve and maintain compliance with our commitments within football (with The FA) and in other areas of activity.
- Develop funder and partner impact reports, demonstrating the value of investment in grassroots football and associated outcomes.

- Use data, insight and evaluation to monitor performance and adapt plans where needed; help develop organisation-wide capability in evidence-led proposal development and programme delivery.
- Implement and maintain a CRM system that supports pipeline management, reporting, forecasting and partnership lifecycle management.

Performance and processes

- As part of the leadership team of Wiltshire FA, contribute to the development and deployment of strategy and in efforts to improve performance and processes.
- Contribute to ensuring that safeguarding, equality, and inclusion are embedded throughout Wiltshire FA and all grassroots football in the county.
- Ensure Wiltshire FA promotes safeguarding through all communication and engagement activity, signposting policy, guidance, and information for youth and open-age football in all formats and settings.
- Awareness of and adoption of our safer recruitment policy to ensure that staff and volunteers deployed by the organisation are suitable for their roles and uphold the values and behaviours of Wiltshire FA.
- Provide the highest level of customer service to support volunteers across all FA Technology systems.
- Contribute to Wiltshire FA events including our County Cup competitions and our Grassroots Awards programme.
- Use national and local insight to drive improvement in performance and processes.
- Support and deliver other activities as required to meet changing priorities.

Finance controls and oversight

- As part Oversight of regular and ad hoc financial reporting, recognising the drivers of P&L performance and impact on our Balance Sheet.
- Involvement in the effective deployment of finance controls and the periodic review of practice to drive improvement.
- Support the development of our annual budget.
- Own the day-to-day finance liaison with internal and external contacts as part of support for the CEO.

Person Specification

Qualifications and experience

Essential

- Degree level qualification or equivalent professional experience.
- Minimum 5 years' relevant experience in income generation, commercial partnerships, sponsorship, fundraising or business development and in senior stakeholder engagement.

Desirable

- Relevant academic or professional qualification/s (e.g., fundraising, sponsorship, business development).

Skills

Essential

- Strategic thinking and planning skills; able to develop and deliver a strategy and operating plan.
- Ability to work strategically with partner organisations across different sectors to plan and deliver interventions.
- Self-motivated and the ability to build trust-based relationships.
- Strong business development, negotiation, influencing and relationship-building skills.
- Excellent written and verbal communication skills, including proposal/bid writing and presentations.
- Strong financial and analytical skills, including experience managing budgets and forecasting.
- Project management skills with the ability to manage multiple concurrent activities.
- Excellent problem-solving skills.
- Excellent internal and external stakeholder relationship management and customer service skills.
- Ability to use data to monitor and evaluate programmes and to inform decision making and reporting.
- Excellent IT skills including Microsoft Office.
- Commitment to equality, diversity and inclusion and to safeguarding standards.

Desirable

- Experience of working for or with public sector, charity, and/or not-for-profit organisations.
- Experience of using digital channels to support income generation and fundraising.
- Event management experience.

Knowledge and experience

Essential - Track record of developing and delivering successful income growth strategies, meeting or exceeding targets. - Demonstrable experience across multiple income streams (e.g., corporate partnerships/sponsorship and at least one of grants/trusts, CSR, commissioning, donations/individual giving). - Experience implementing new projects/programmes during a set-up phase, including establishing processes, governance and reporting. - Experience of producing progress reports and funder/partner impact reporting. - Knowledge of how the County FA operates in partnership with The FA. - Knowledge of good people management practice.	Desirable - Experience within sport, charity or not-for-profit sectors and/or knowledge of grassroots football environments. - Knowledge of The FA National Game/Grassroots Strategy context and how County FA plans support delivery. - Experience working with volunteers and community stakeholders. - Knowledge of and existing contacts within the local/regional business community. - Knowledge of and existing contacts within the local/regional public sector and charity/ not-for-profit community. - Knowledge of and existing contacts within the local/regional media sector. - Knowledge of The FA's Safeguarding Operating Standard.
Enhanced DBS check required?	Yes
Clean, full driving license?	Yes
Check on Companies House disqualified Directors' register?	Yes

The job holder will be expected to understand and work in accordance with the strategic priorities described below.

Strategic priority	Objectives
Improve playing choice and opportunities	- Evolve the youth game - Improve team-based football for adult male players - Create more opportunities to play safe, inclusive casual football - Support the disability game to grow and thrive.
Develop equal opportunities for women and girls to play	- Sustain and grow more playing opportunities in schools - Create more team-based playing opportunities - Extend and enhance casual opportunities to play - Deliver safe and inclusive environments for women and girls to thrive.
Build more and improve existing facilities	- Transform grass pitch quality - Build more 3G pitches - Create inclusive and accessible facilities - Improve environmental sustainability.
Tackle poor behaviour	- Apply tougher sanctions - Promote positive behaviour - Drive collective responsibility across the game to raise standards.
Develop a valued network of volunteers, coaches, and referees	- Grow the number of people running the game - Improve the diversity of those running the game - Support those running the game to learn and develop - Celebrate and reward those running the game.

Support Thriving Community Clubs	• Ensure clubs grow opportunities and provide a quality experience through England Football Accreditation • Help clubs to become more sustainable • Support the current and future generation of club leaders • Equip clubs to add value to their local communities.
Connect and serve participants	• Make it easier to find information and opportunities to play, volunteer and learn • Improve our customer service and communications • Develop our digital tools to make running the game easier • Explore digital opportunities to enhance the football experience.
Progress the game's governance	• Promote the highest levels of governance across the grassroots network • Evolve local Football Associations focused on developing Football For All • Support the grassroots game to be financially robust • Support the game to be safe and well-run.

Job Description reviewed by:	Simon Russell, CEO
Date reviewed and approved:	1/9/26
Job Description approved by:	Simon Russell, CEO

Signed by Job Holder (on appointment):	
Date signed:	

One copy to be retained by the job holder, one signed copy to be stored confidentially by the employer.

Please note, you must have the legal right to work in the UK throughout the duration of this contract.