Partnerships & Licensing Account Manager

This role will drive commercial revenue by delivering sponsor rights, upselling and renewing partnerships, and growing licensing income while protecting Scottish Rugby's brand and IP.

About the role

Key Responsibilities:

Account and Relationship Management

- Manage successful and timely delivery of rights and benefits for assigned accounts, ensuring expectations of requests, assets, and rights are managed in line with union, tournament and stakeholder guidelines
- Support strategies to grow existing accounts and ensure contractual rights are delivered to a high standard and cost-effectively
- Represent the Commercial department confidently in internal and external meetings, to ensure information is shared to allow for effective decision making
- High awareness of any commercial or legal issues with official sponsors and partners and escalate promptly where needed
- Provide accurate and timely reports and evaluations for internal and external use

Cross-Functional Collaboration

- Work closely with teams across Scottish Rugby to coordinate the delivery of sponsor rights and benefits
- Work with the wider Marketing team to create activation plans and content campaigns for partners

Licensing Management

- Manage all licensee accounts under the Scottish Rugby group, helping bring the licensing range to life
- Monitor for counterfeit products in the market and reporting any infringements to Legal colleagues

Commercial Delivery and Revenue Growth

- Coordinate with third-party suppliers of Scottish Rugby to deliver and install branded assets (such as programme advertising, stadium advertising, online assets or other income streams) to maximise revenue to Scottish Rugby and delivering key events
- Identify new commercial assets and keep up with industry trends and activity to up-sell sponsorship opportunities

Stakeholders

This role works with a wide variety of internal and external stakeholders to ensure collaborative working across all areas:

- Current and potential sponsors and partners
- Commercial colleagues
- Marketing team
- Events team
- High Performance colleagues
- Legal team

*"Our ambition is that everyone in Scottish Rugby feels a sense of '**belonging**' by being clear on the **purpose** of their role, feeling **valued** as a member of the team, and **connected** to colleagues across all areas of the organisation"*

Key Skills

Knowledge & Experience

Business Enabler

- **Stakeholder management:** you have a strength for collaboration which engages internal and external partners. This enables you to create boundaries and manage expectations, enabling projects to work on time and to budget.
- **Business Acumen:** You can take a bird's eye-view of how all the moving parts of the organisation fit together – understanding the whole game plan – from player performance to sponsorship deals. This way, making sure that your decision-making benefits all areas for now and in the future.
- **Influencing & Negotiation:** You have the skill to convince and compromise so to get agreement and progress smoothly. You have great self-awareness and understanding of others and the ability to find win-win solutions.
- **Emotional Intelligence and Interpersonal skills:** You display empathy and self-awareness, which establishes trust and builds confidence to resolve conflict and create a supportive work environment that in turn enhances team performance and business success.

- Proven **track record in account management, stakeholder management, and live events**
- **Understanding of sponsorship rights and licensing processes,** including brand and IP governance
- Experience of working in a commercial management position within a **professional sport environment is advantageous**
- Comfortable working in a **fast-paced environment** with the ability to juggle multiple deadlines
- Demonstrable track record in **achieving financial targets**
- **Proficient IT skills**, including Microsoft and CRM software

Working Logistics

Location: Scottish Gas Murrayfield / hybrid

Working pattern: Full time, Monday to Friday, including evening and weekend working at event times

Contract type: Permanent

Reports to: Head of Partnerships