



VACANCY

SPONSORSHIP LEAD

RUGBY LEAGUE WORLD CUP 2021

£40,000

LOCATION; MANCHESTER

WHO YOU'LL BE WORKING FOR:

In 2021, England will host the largest team sporting event in the world that year - the Rugby League World Cup, which will be the biggest and best ever in its history that dates back to 1954 when the tournament began.

32 competing nations in the men's, women's and wheelchair competitions will play in 61 matches across 21 venues, including St James' Park, Elland Road, Anfield, Emirates Stadium, M&S Bank Arena and Old Trafford. The most inclusive sport played in the biggest venues across the country.

We are on a mission to create inspirational moments that excite, engage and leave a long-lasting legacy.

Led by our values of being Bold & Brave, World Class, Authentic and Inclusive, we are looking for the best talent to join our team.

WHAT IT'S LIKE IN OUR TEAM:

We have a 'start-up' culture with a 'high bar' mentality to everything we do - we need to ensure that all touch points of the tournament are world class.

We require innovators and have created an environment where all our teammates flourish.

We have a leader-leader culture (not followers), with each teammate taking responsibility and accountability for their actions and results to move the business forward - we want people with a glass half full mindset!

We move at pace and have plenty to achieve in the next 18 months, so need people who are hungry to use their skills and experience but also have a desire to learn more.

With a great choice of rewards and training, we provide a progressive culture to learn and develop your career.



Bold & Brave



World Class



Authentic



Inclusive



OVERVIEW OF THE ROLE:

You will be responsible for leading the management and activation of official sponsors at RLWC2021.

We want to create mutually beneficial sponsorships at RLWC2021, which meet agreed brand and business objectives for our sponsors and add value to our tournament objectives.

You'll be the first port of call for our sponsors, creating an effective line of communication via face to face meetings (when we can again), and daily contact with a variety of stakeholders across their teams.

You will also develop an effective way of working for the RLWC2021 internal team, to drive management, activation and delivery of our sponsorships across multiple teams and functions.

In the build-up and during tournament time, you'll develop the plan to centrally coordinate and deliver all contractual rights for our sponsors, including at our 61 matches.

Official Sponsors of RLWC2021 to date are Eversheds Sutherland, Deloitte, Manchester Metropolitan University, Kappa and Kuehne+Nagel, so you'll need a flexible and adaptable approach across a range of sectors and industries.

WHAT YOU'LL BE DOING:

Leading on sponsorship management and activation, including:

- Deep understanding of the strategy and objectives of official sponsors.
- Accountability for delivery of all contractual sponsorship rights.
- Creating pro-active sponsorship activation ideas for sponsors.
- Leading the coordination of sponsorship activation plans, including support from RLWC2021 internal teams.
- Leading on sponsorship evaluation and the delivery against agreed sponsor objectives and KPIs.
- Supporting the delivery of RLWC2021 tournament objectives via sponsorships.
- Representing and networking as an ambassador for the RLWC2021 at meetings and events.
- Assume additional duties as required, and actively contribute to RLWC2021 values.

SKILLS AND EXPERIENCE REQUIRED:

- Educated to degree level, or equivalent.
- Previous experience in a Sponsorship Manager level role, either rights holder, brand or agency side.
- Excellent understanding of sponsorship and the commercial side of sport.
- Ability to interpret data and insight.
- An excellent communicator.
- Enjoys multi-tasking, working in a fast-paced environment and being part of a small and agile team.
- Ability to take ownership of workload and deliver timely solutions.
- Strong attention to detail and highly organised.
- High computer proficiency.



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The successful candidate will report into the Commercial Director.

To apply please send an email with “Sponsorship Lead” in the title, including a covering letter of why you think you’re suitable for the role, and an overview of your experience via a CV to: darcy.shea@rlwc2021.com

The closing date for applications is **5pm Monday 3rd August.**

Interviews will be held week commencing **Monday 17th August.**

The Rugby League World Cup 2021 is committed to equality through diversity.

More information is available at rlwc2021.com.

If appointed you will need to provide us with a copy of your Passport and if relevant, a work permit to show you have the right to work in the UK. Alternatively you would need Tier 2 Sponsorship to be able to work for us.



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