



| JOB DESCRIPTION | | | |
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| Job title: | Partnership Activation Executive | Contractual status: | Full Time |
| Hours of work: | 37.5 hrs (flexibility required around matchdays and events) | Salary range: | Competitive Salary Based on Experience |
| Location: | Training Ground / Dens Park Stadium | Dept. | Partnerships |

| Job Summary: |
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| <p>Reporting to the Commercial Director, the Partnership Activation Executive will be responsible for the delivery, management and growth of commercial partner relationships at Dundee Football Club. The role focuses on ensuring all club partners receive outstanding value from their agreements through high-quality activation, relationship management and creative delivery across matchdays, digital platforms and club assets.</p> <p>This is a hands-on role, working closely with internal teams and external partners to bring sponsorships to life and support the club's commercial revenue objectives.</p> |
| Roles and Responsibilities: |
| <p>Partnership Activation & Delivery</p> <ul style="list-style-type: none">• Lead the day-to-day activation of all commercial partnerships, ensuring contractual rights are delivered accurately and on time• Manage partner assets including branding, signage, LED boards, hospitality, digital content and experiential activations• Coordinate matchday activations, including partner appearances, promotions and hospitality requirements• Ensure all sponsorship activity aligns with Dundee FC brand guidelines and values <p>Partner Relationship Management</p> <ul style="list-style-type: none">• Act as the primary point of contact for assigned partners• Build strong, long-term relationships through proactive communication and regular check-ins• Prepare and deliver post-activation reports demonstrating ROI and partnership value• Identify upsell and renewal opportunities in collaboration with the commercial team <p>Digital & Content Collaboration</p> |

This job description is issued as a guideline to assist you in your duties and is not exhaustive. You may, on occasions, be required to undertake additional or other duties within the context of this job description.



- Work with the marketing teams to deliver partner content across social media, website and email channels
- Support the planning and execution of digital campaigns linked to commercial partners
- Track and report on digital performance metrics where relevant

Internal Coordination

- Liaise with stadium operations, ticketing, media and football operations to ensure smooth delivery of partner commitments
- Maintain accurate records of partnership agreements, assets and activation schedules
- Support the Commercial Manager with presentations, proposals and partner pitches

Events & Hospitality

- Assist with the planning and delivery of partner events, networking sessions and hospitality experiences
- Be present on matchdays and key club events to support partners and ensure high-quality delivery

What We Offer:

- Opportunity to work at a professional football club
- Hands-on experience in commercial partnerships and activation
- A collaborative and ambitious working environment
- Potential for career progression within sports commercial roles
- Competitive salary (dependent on experience)

PERSON SPECIFICATION

| CRITERIA | ESSENTIAL | DESIRABLE |
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| EXPERIENCE | <ul style="list-style-type: none">• Experience in partnerships, sponsorship, marketing or account management | <ul style="list-style-type: none">• Experience working in sport, football or live events |

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| | | <ul style="list-style-type: none">• Understanding of sponsorship rights and activation best practice• Familiarity with digital marketing and social media platforms• Experience with CRM systems and reporting tools |
| SKILLS | <ul style="list-style-type: none">• Strong organisational skills with the ability to manage multiple partners and deadlines• Excellent communication and relationship-building skills• A proactive, detail-oriented approach with strong problem-solving ability• Comfortable working in a fast-paced, live environment• Willingness to work evenings and weekends as required | |
| PERSONAL QUALITIES | <ul style="list-style-type: none">• Passion for football and sport• Creative thinker with a commercial mindset• Confident, professional and personable• Team player who can also work independently | <ul style="list-style-type: none">• Full UK Driving License.• Up to date passport. |

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| | <ul style="list-style-type: none">• Represents Dundee Football Club positively at all times | |
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| Apply |
| Interested candidates should submit their CV and a cover letter via email outlining their suitability for the role to recruitment@dundeefc.co.uk Applications for this position must be submitted by 5PM, Friday 13 th February 2026. |