

Company: A.S.O. UK
Position: Partnerships (Brand & Charity) Manager
Location: Battersea, London SW11 / Home Working (hybrid)
Contract Type: Permanent / Full Time
Holiday: 25 days per annum (pro rata)

Company Background

A.S.O. UK is the country's leading mass participation events company, putting on events each year in triathlon, cycling, and running. Part of Amaury Sport Organisation (A.S.O.), owners of Le Tour de France and the leader in the French running and sportive market, A.S.O. UK's prestigious portfolio includes the Cancer Research UK London Winter Run, adidas Manchester Marathon and Dragon Ride. The company also specialises in delivering bespoke corporate events, working with businesses such as JLL.

A.S.O. UK's events bring together an active community of people taking part in sporting events for reasons ranging from fitness, competition, charity, health, fun or to simply finish. The participants vary from first timers of all ages through to World Champions. Collectively, the events raise millions of pounds for hundreds of charities.

A.S.O. UK is a fast-paced, fun place to work with a great team atmosphere. It's a sociable office of like-minded people with shared goals, values, and interests who take great pride in the events we deliver.

About the Role

We are looking for an ambitious individual with campaign delivery & account management, who is commercially savvy & enthusiastic about mass events. The role is to join our Partnerships team, overseeing charity campaigns for the Manchester Marathon and Manchester Half, while managing high-value brand accounts across our portfolio. You will play a pivotal role in driving the commercial performance of the business, delivering campaigns that make a tangible impact for charities, brands and participants alike.

This role is ideal for someone with a creative approach to campaign delivery, strong account management experience, and a proven ability to optimise user experience for fundraising and commercial conversion. You will take ownership of projects from concept to delivery, supporting your partners and internal teams to maximise results.

Key Responsibilities

Charity Programmes & Fundraising Campaigns

- Oversee and deliver the charity programme for the Manchester Marathon and Manchester Half.
- Drive greater return for Official and Associate Charity Partners.
- Manage third-party fundraising platforms and ensure seamless user experiences.
- Act as internal expert on UX optimisation for partner campaigns across website, email communications, social campaigns, PR, entry platforms and event-day experiences.
- Deliver data-driven insights on campaign performance, trends and opportunities.

Brand Partners & Ancillary Revenue

- Management of partner accounts, ensuring campaigns are delivered against objectives.

- Create and deliver partner campaigns with full ownership, including:
 - Onboarding
 - Budget management and reconciliation
 - Account administration (status tracking, reporting, meeting agenda & minutes)
 - Project plan creation and management
 - Campaign ideation and pitches
 - Content creation and copywriting
 - Activation delivery, including logistics co-ordination and supplier management
 - Insight-driven learnings and innovation
- Build strategic relationships to become a trusted advisor to your partners.
- Draft contracts, manage renewals and drive commercial return.

Team Collaboration & Event Leadership

- Report on commercial performance, revenue share partnerships and trends.
- Act as Event Lead for key events, having holistic oversight of all partnerships activity, including:
 - At-event branding roll out
 - Team briefing and coordination
 - Partner visibility and structure
 - Event reconciliation
 - Company-wide project representation
- Support new business pitches and help grow ancillary revenue streams.
- Line-manage and mentor junior members of the Partnerships team.
- Represent A.S.O. UK at events, including some weekend commitments.

Key Relationships

- Charity Partners
- Brand Partners
- Fundraising & Entry Platforms
- Ancillary Income Suppliers
- Partnerships Director & Team
- Marketing Team
- Operational Team

Skills and Experience

Essential:

- Minimum 3 years' experience in account management, sponsorship, PR, or marketing (preferably within the sport sector, with charity campaign experience).
- Proven experience in campaign planning, onboarding, project management and contract renewal.
- Strong skills in logistical coordination, creative pitching and copywriting.
- Budget management and project reconciliation experience.
- Solid understanding of digital marketing, CRM systems and data analysis.
- Knowledge of GDPR compliance.
- Experience drafting contracts.
- Proficiency with Monday.com and Microsoft Office.
- Excellent attention to detail, planning and organisational skills.

Competencies:

- Commercially astute and proactive
- Ambitious and solution-focused
- Creative thinker with strong project management skills
- Excellent communicator and collaborator
- Flexible and adaptable to changing priorities

Great Benefits at A.S.O. UK

- Hybrid working environment
- Health Cash Plan access
- Enhanced Parental Leave Policy
- TOIL for events worked
- Auto-enrolled salary sacrifice pension scheme
- Five free entries to A.S.O. UK events per year for you, friends, and family
- Free entry to any A.S.O. (non-UK) single-day events
- Access to Cycle2Work scheme
- Access to Partner Benefits programmes

A.S.O. UK is an equal opportunities employer and is committed to creating an inclusive environment for all employees. We welcome applications from all suitably qualified candidates regardless of age, disability, gender identity, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

Closing Date: Wednesday 3rd June 17:00

Application via LinkedIn: <https://www.linkedin.com/jobs/view/4417341399/>