



cruxFootball

Director of Commercial Partnerships

Reports to: CEO

Location: London with European travel as required

Direct reports: TBC

Role Overview

Crux Football is a multi-club platform focused on scaling women's football in Europe, by addressing the structural issues that are holding back the sport from delivering on its full potential. At Crux Football, commercial partners will play a critical role in this transformation, not only by providing the funding that clubs need to perform at their best, but as true protagonists in fixing the fundamentals that are not working. This is a profound shift from traditional off-the-shelf sponsorships that were built for men's sports and men's football, where reach and number of eyeballs is the main metric.

This role will play a pivotal role in bringing to life Crux Football's commercial strategy, both at the group level and for the different clubs in our roster. They will lead the execution of our partnerships model, from prospecting and pitching to potential partners, through delivering the assets and measuring the impact on our partners' business. Building from the existing commercial strategy for Crux Football, they will be responsible for the design, structuring and contracting to secure commercial partnerships, managing a seamless relationship between the Crux and club levels.

Reporting to the CEO of Crux and supported by our Commercial & Marketing Advisor, they will play an educator and supportive managerial role with the commercial teams at each club in the pursuit of local partnerships. The crux of the role is to generate real value for Crux Football, for our clubs, and for the partners we work with across all our pillars – from football to community building – by generating partnership revenue and innovative experiences with top global brands and local companies who are committed to supporting our clubs and our vision.

This role requires a truly innovative, creative, and well-connected salesperson who fully believes in the power of partnerships to drive value for brands, clubs, and women's football in Europe and beyond.

Strategy

- Lead the creation and implementation of Crux' partnership and sponsorship strategy
- Clearly communicate strategies and tactics with Crux employees, stakeholders, and clubs to ensure firm-wide commitment and understanding





- Design and structure commercial packages and contracts at the Crux and club level (supporting club partnership managers)
- Create experiences, media properties, and other innovative ideas and assets to attract partnerships
- Drive the development of Crux' asset library and rate card
- Translate Crux' strategy into strategies at the individual club level
- Work closely with each club's Head of Partnerships to convert on opportunities
- Keep the CEO abreast of all developments coordinating, when necessary, CEO integration

Pipeline and Relationship Building

- Drive the process of determining categories and brands to target at Crux and club-level
- Develop relationships with key stakeholders at target brands
- Map decision makers, organizational goals, timelines, and budgets at targets

Partnership Pitches and Sales

- Drive the preparation and delivery of tailored pitches to potential partners
- Manage the creative and design elements for partnership conversations
- Manage timelines and deliverables to ensure on-time execution
- Own the sales processes following initial pitch meetings
- Create and deliver commercial proposals, plans, and contracts
- Close partnership deals

Partnership Activation

- Bring to life brand activations with partners
- Fulfill all partner contractual obligations
- Support activation implementation and execution where necessary at club-level
- Continue to iterate, redefine, and pitch new activation opportunities for existing partners

Third party management

- Drive the requirements for and selection of agencies or other third parties that may be involved in the sales or execution of Crux partnerships
- Manage relationships with and oversee the work of relevant third parties

Compensation

- Base salary commensurate with experience
- Sales commission structure

Background Requirements

Skills & Experience





- 10+ years of experience partnership sales or related agency work
- Desire to innovate and push the boundaries of what a partnership can be
- Strong sales skills and European and global network
- Deep network of CMOs and heads of partnerships across a diverse set of industries
- Experience working with federations, major events, and sporting clubs as well as global international brands
- Strong storytelling capacity
- An intuitive sense of matching the right brand with the right partnership opportunity

Personal Attributes

- A deep belief in the commercial potential of European women's club football
- Creative thinker with a commercial mindset.
- Highly proactive and self-motivated.
- Comfortable in a start-up, multi-tasking environment.
- Strong relationship builder with a collaborative approach.

About Crux Football

Crux Football is a European women's football multi-club platform focused on scaling the women's game.

We take a player-first, incubator-style approach, creating high-performance environments where players thrive and clubs are built on strong foundations.

By combining accelerated growth with long-term sustainability, we unlock each club's full sporting and commercial potential. With global best practices and deep local commitment, Crux honours the unique identity and culture of every club we support, giving them the resources, expertise, and network to win on and off the pitch.

Crux Football is an equal opportunity employer and does not discriminate against any employee or applicant on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other legally protected characteristic. For more information, visit us at <https://cruxfootball.com/>

