

What is a

Commercial

Partnership Manager?

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Meet Tom, a Commercial Partnership Manager for UK Sport

Tom currently works for UK Sport and looks at strategic bigger-picture projects and revenue across the Olympic and Paralympic landscape. Tom spoke to us about his role, what his day-to-day routine consists of and provides advice to those trying to break into the sports industry.



What does your role involve doing?

We work with the National Lottery to run promotional campaigns that help to drive awareness so that when people play, they're actually helping to fund Olympic and Paralympic sport.

There is also an aspect of the role that helps to build our case to the government for more support by trying to demonstrate the positive impact that Olympic and Paralympic sport can have on the community.

A typical day in your role?

There will be various meetings around the strategic side of things, whether that's internal meetings around our major events with the communications team, or external meetings with different sports about new ventures that we can do to promote The National Lottery, support athletes to be more involved in their local community, or perhaps a commercial venture looking to increase revenue.

What advice would you tell young people looking to work in the sports industry?

In your first job in your chosen area it's about building a network of people and having an insight into the kind of work people are doing. You've got to understand the role they play within the industry, and what they are looking to achieve.

Average Salary:

£25,000 to £65,000 per year

Weekly working hours:

35 to 39 irregular. You could work:
evenings / weekends / events

Future need for this role:

There will be 6% more Sports Management jobs in 2025.

Industry:

Sports Business