

## Role Profile

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| <b>Role:</b>                      | <b>Senior Sponsorship Manager</b>                                                                                   |
| <b>Directorate:</b>               | Customer & Growth                                                                                                   |
| <b>Salary Band:</b>               | Band 9                                                                                                              |
| <b>Post reference:</b>            | CG12                                                                                                                |
| <b>Job Evaluation Date:</b>       | 24 <sup>th</sup> June 2026                                                                                          |
| <b>Role statement of purpose:</b> | To lead the development and delivery of sponsorship partnerships that generate income and strategic value for TfGM. |
| <b>Reports to:</b>                | Head of Sales & Sponsorship                                                                                         |

|           | <b>Key Role Outputs (KROs)</b><br><i>these set out what must be achieved for the post holder to be successful in the role</i> | <b>Key Actions</b><br><i>These set out how the KROs will be achieved – the activities required.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <b>1.</b> | Delivery of sponsorship revenue from TfGM's asset portfolio.                                                                  | <ul style="list-style-type: none"> <li>• Identify and develop a pipeline of commercially viable sponsorship opportunities aligned to TfGM priorities.</li> <li>• Progress sponsorship opportunities from concept through to contract award and delivery</li> <li>• Develop sponsorship propositions that meet market demand and deliver measurable commercial returns</li> <li>• Collaborate with internal teams to ensure sponsorship opportunities are deliverable and aligned to wider commercial plans</li> <li>• Manage relationship with any specialist sponsorship agencies ensuring contractors achieve their objectives on time and within budget</li> </ul> |
| <b>2.</b> | Pipeline of strategic sponsorship partners and commercially viable relationships                                              | <ul style="list-style-type: none"> <li>• Build and maintain knowledge of the Greater Manchester sponsorship and brand partnership market to identify relevant prospects</li> <li>• Lead negotiations with commercial partners to secure sponsorship agreements within defined parameters</li> </ul>                                                                                                                                                                                                                                                                                                                                                                   |

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|    |                                                                                   | <ul style="list-style-type: none"> <li>• Coordinate internal and external stakeholders to bring sponsorship opportunities to market in line with agreed objectives</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 3. | Delivery of sponsorship activity aligned to TfGM's commercial strategy            | <ul style="list-style-type: none"> <li>• Contribute to the development of sponsorship strategy and lead the implementation of agreed plans</li> <li>• Make informed commercial decisions on sponsorship opportunities, balancing income, risk and reputational considerations</li> <li>• Work with internal teams at TfGM to align sponsorship activity with wider stakeholder priorities</li> </ul>                                                                                                                                                                                                                                |
| 4. | Effective management of sponsorship resources and team performance                | <ul style="list-style-type: none"> <li>• Manage and develop the Sponsorship Officer(s) to deliver a robust pipeline of opportunities and achieve income targets</li> <li>• Line manage commercial team Sales Manager (s) and support the sales managers to hit associated targets.</li> <li>• Allocate work, monitor performance and ensure delivery of sponsorship objectives to agreed timelines</li> <li>• Ensure effective coordination of resources across sponsorship activity to maximise delivery</li> <li>• Identify and implement improvements to sponsorship processes, propositions and delivery approaches.</li> </ul> |
| 5. | Accurate and timely reporting of sponsorship performance and commercial outcomes. | <ul style="list-style-type: none"> <li>• Prepare and present business cases, proposals, performance reports and pipeline updates for senior stakeholders at TfGM and partner organisations eg GMCA</li> <li>• Monitor and report on sponsorship performance against income and delivery targets</li> <li>• Ensure all sponsorship activity is documented, evaluated and benefits realised</li> <li>•</li> </ul>                                                                                                                                                                                                                     |
| 6. | Management and growth of sponsorship partnerships and contract delivery           | <ul style="list-style-type: none"> <li>• Account manage the senior contacts at sponsor organisations to ensure delivery of contractual benefits and identify future opportunities for growth</li> <li>• Coordinate delivery of sponsorship activity across internal teams including marketing, operations and digital</li> </ul>                                                                                                                                                                                                                                                                                                    |

| <b>Compulsory Outputs (COs)</b><br><i>these set out what must be achieved for the post holder to be successful in the role</i> |                                                                  | <b>Key Actions</b><br><i>These set out how the COs will be achieved – the activities required.</i>                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>C1</b>                                                                                                                      | Compliance with organisational policies and relevant legislation | <ul style="list-style-type: none"> <li>• Data Protection legislation</li> <li>• TfGM Safety Management System</li> <li>• Bus Operator contractual management</li> <li>• Dignity at Work Policy;</li> <li>• Information assurance and security in line with Cabinet Office requirements;</li> <li>• Risk Management</li> <li>• Equality and Diversity legislation</li> <li>• TfGM Vision and Values</li> <li>• TfGM's Behaviours and Competencies</li> </ul> |
| <b>C2</b>                                                                                                                      | Any other reasonable duties as required from time to time        | Occasional requirement to work out of usual business hours at pre-agreed times and dates                                                                                                                                                                                                                                                                                                                                                                    |

### Key Interdependencies

|                                 |                                                                                                                                                                                                               |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Key Contacts</b>             | Head of Sales & Sponsorship, Head of Marketing, Commercial Relationships team, Head of Metrolink, Head of Growth, Head of Bus, Head of Rail, Head of Procurement, Head of Legal, Customer and Growth Director |
| <b>Direct reports</b>           | Sponsorship Officer (s), Sales Manager (s)                                                                                                                                                                    |
| <b>Budgetary responsibility</b> | Responsible for delivering agreed sponsorship income targets and managing associated spend within budget                                                                                                      |
| <b>Location</b>                 | TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG                                                                                                                                                      |

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| <b>Office Use Only</b>     | <b>Updated</b> | <b>Updated</b> | <b>Updated</b> | <b>Updated</b> | <b>Updated</b> |
| <b>Created By</b>          |                |                |                |                |                |
| Rachel Brydon<br>June 2026 |                |                |                |                |                |
| <b>HR Verification</b>     |                |                |                |                |                |
|                            |                |                |                |                |                |

## Person Specification

|           | <b>Post Title</b><br><i>(Knowledge, skills and experience required at selection stage)</i>                                                                         |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           |                                                                                                                                                                    |
| <b>E</b>  | <b>Essential Experience, Knowledge and Skills:</b>                                                                                                                 |
| E1        | Significant experience of delivering commercial sponsorship or partnership opportunities that generate measurable income and value.                                |
| E2        | Demonstrable experience of managing a pipeline of commercial opportunities from development through to contract delivery.                                          |
| E3        | Proven experience of negotiating commercial agreements with external partners, using judgement to balance commercial, reputational and stakeholder considerations. |
| E4        | Experience of developing commercially viable propositions aligned to market demand and organisational objectives.                                                  |
| E5        | Strong experience of managing and growing external client or partner relationships to deliver long-term value.                                                     |
| E6        | Experience of influencing internal and external stakeholders, including presenting proposals and recommendations to senior audiences.                              |
| E7        | Experience of managing projects or programmes with multiple stakeholders, ensuring delivery to time, budget and quality expectations.                              |
| E8        | Experience of managing or supervising staff and/or coordinating resources to deliver commercial outcomes.                                                          |
| E9        | Strong analytical and commercial acumen, with experience of interpreting performance data to inform decision-making.                                               |
| <b>D</b>  | <b>Desirable Experience:</b>                                                                                                                                       |
| D1        | Experience of working within a public sector or regulated environment                                                                                              |
| D2        | Understanding of the sponsorship, media or marketing landscape within Greater Manchester or similar markets.                                                       |
| D3        | Experience of working across multiple delivery channels (e.g. transport, digital, events or place-based assets)                                                    |
| <b>EQ</b> | <b>Essential Qualifications – Technical, Vocational or educational:</b>                                                                                            |
| EQ1       | Degree-level capability, whether through formal education or practical experience                                                                                  |
| EQ2       |                                                                                                                                                                    |
| <b>DQ</b> | <b>Desirable Qualifications – Technical, Vocational or educational:</b>                                                                                            |
| DQ1       | Relevant professional qualification in marketing, commercial, or partnership management                                                                            |
| DQ2       |                                                                                                                                                                    |
| <b>EA</b> | <b>Essential Attributes:</b>                                                                                                                                       |
| EA1       | <b>DELIVER</b> - Guides actions ensuring commitments are met and outcomes achieved.                                                                                |
| EA2       | <b>ADAPT</b> - Encourages flexibility and responsiveness to changing needs.                                                                                        |
| EA3       | <b>CARE</b> - Promotes supportive, considerate behaviours aligned with culture.                                                                                    |
| EA4       | Drives delivery of commercial outcomes, taking ownership of targets and ensuring commitments are met.                                                              |

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| EA5 | Responds effectively to changing priorities, demonstrating flexibility in a fast-paced commercial environment.       |
| EA6 | Builds positive and collaborative relationships internally and externally, acting with integrity and professionalism |
| EA7 | Proactive and self-motivated, with the ability to work independently while managing competing priorities.            |
| EA8 | Confident communicator, able to influence and negotiate effectively with a range of stakeholders.                    |