



**BRITISH  
FENCING**

***JOB DESCRIPTION  
PARTNERSHIP MANAGER***

***BRITISH FENCING***

***AUGUST 2025***



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We want to ensure that everyone has the opportunity to receive clear, understandable information from British Fencing. If you require this document in an alternative format, please contact [recruitment@britishfencing.com](mailto:recruitment@britishfencing.com).





## ABOUT BRITISH FENCING

*British Fencing is the National Governing Body for the Olympic and Paralympic sport of fencing in the United Kingdom.*

*Our members are the fencers, clubs, coaches, referees and countless volunteers who make up the British Fencing community. We aim to support them on every step of their development journeys, helping them to realise their goals in a safe, enjoyable and respectful environment. We support all ability levels: beginners, recreational fencers as well as elite international, Olympic and Paralympic athletes.*

*We understand the vital importance of accessibility, inclusivity and diversity, which we actively promote through our programmes. We believe that fencing is for everyone and through our social impact programmes, we aim to deliver a positive impact on people's lives.*

## THE ROLE

*It is the ambition of British Fencing (BF) to grow the Olympic and Paralympic sport within the six home nations to inspire and enable people to start, stay and succeed in fencing through strong, sustainable partnership opportunities across education, leisure and commercial.*

*We have achieved success across our education, activity provider and commercial partnerships, and have new products planned this year with the launch of a leisure centre programme and leadership in fencing scheme. BF is seeking a lead manager to continue this expansion within existing sectors and to support engagement across new markets.*

*The Partnership Manager will be responsible for managing outlined BF products across education, leisure and commercial areas. They will lead on the scale-up of partner collaborations, building and sustaining relationships and developing new business opportunities, ensuring that wider BF strategic objectives are achieved in the newly aligned five-year BF strategy to 2030.*



## RESPONSIBILITIES

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*As a proactive and collaborative member of the BF Partnerships Department covering education, leisure and commercial areas, the Partnership Manager will be responsible for delivering the following:*

### WE ARE FORGING FUTURES:

- *Managing and leading this personal development educational journey across the education sector for primary, secondary and special schools.*
- *Achieving planned finances associated with this educational offering, managing opportunities and risk for growth.*
- *Completing regular Teams calls with prospective partners and presenting offers that suit the school's/organisation's needs, taking a consultative approach.*
- *Building and sustaining relationships with partners to support their learning journey in collaboration with the Commercial Administrator.*
- *Leading the constant evaluation and development of the customer journey, ensuring that all needs are met and taking full responsibility for the customer experience.*
- *Creating necessary processes and Smartsheets to track educational partners, ensuring that all administrative tasks are completed, e.g. invoicing, purchase orders.*
- *Keeping up to date and developing where necessary the resources and associated collateral required for delivery and interaction with the Digital Learning Manager.*
- *Ensuring that all We Are Forging Futures partners are delivering the BF Achievement Awards for increase of secondary spend.*
- *Through strong relationship building, ensuring the renewal of school partners when initial agreement term has ended to sustain collaborations.*



## **BF LEARNING ZONE & EXPLORE FENCING APP:**

- *Taking a lead on the online BF Learning Zone and Explore Fencing App, enrolling all relevant BF product users onto the necessary online learning and app access with the support of the Commercial Administrator.*
- *When needed liaise with the Digital Learning Manager to improve the product experience further developing learning.*
- *Supporting the Commercial Officer and Administrator in promoting and growing purchases of the Explore Fencing CPD for teachers.*
- *Developing new opportunities for bolt-on CPD purchases through both the Learning Zone and Explore Fencing App, increasing learning opportunities and BF income.*

## **LICENSED PARTNER PROGRAMME:**

- *Supporting the Head of Partnerships with building strong working relationships with licensed partners to grow collaborations, e.g. PGL and Center Parcs.*
- *Supporting the Commercial Officer to ensure that relevant licensed partner finances, dashboards and Smartsheets are continually updated.*
- *Supporting the Commercial Officer to ensure that relevant training needs are met and that licensed trainers are compliant throughout the year.*

## **LEADERSHIP IN FENCING:**

- *Collaborating with the Coaching & Workforce Manager in developing the Leadership in Fencing scheme, in partnership with the Leadership Skills Foundation.*
- *Building a sales pipeline of relevant organisations interested in purchasing and delivering the scheme.*
- *Leading delivery of the scheme, ensuring that all elements are operationally in place for the running of schemes across sectors.*
- *As this is a new product launching this year, managing the growth of the scheme through awareness and delivery across education, leisure and activity organisations.*

## **LEISURE CENTRE PROGRAMME:**

- *Aiding in leisure sector conversations to promote and grow this new offering.*
- *Supporting with national rollout to interested leisure operators.*
- *Where necessary, supporting the Head of Partnerships with the development of the product offering and delivery.*

## **PARTNER PIPELINE MANAGEMENT:**

- *Owning the sales pipeline from start to finish, working with the Commercial Officer and Commercial Administrator to effectively manage sales across BF products and programmes, e.g. We Are Forging Futures, Licensed Partner Programme, Coach Education, Leadership in Fencing, Leisure Centre Programme.*
- *Working with the team to build relevant email templates and response comms to support efficiencies and replying to potential partners through the pipeline journey.*
- *Utilising existing systems and processes to monitor activity and outreach for reporting.*
- *Using BF's existing CRM (Customer Relationship Management) software to maintain our customer database and handle enquiries.*
- *Signposting customers to the correct BF offering depending on wants and needs, ensuring a sustainable journey.*

## **MEDIA & COMMUNICATIONS:**

- *Working closely with the Media & Communications department to promote partner opportunities across platforms, showcasing available products and programmes.*
- *Driving new business via strategic outreach processes to support in achieving financial objectives.*
- *Maintaining and updating appropriate websites and comms areas on news sites to ensure accurate and correct information is being shared with a successful customer journey.*
- *Creating weekly content for new posts on websites, social media stories and email comms to the fencing community, sharing best practice.*
- *Using relevant comms channels to promote secondary spend across existing partners and external fencing community, e.g. equipment, Achievement Awards, CPD online courses.*



### GENERAL DUTIES:

- *Where applicable, working in partnership with local and national agencies (Active Partnerships, Sport England, Youth Sport Trust) to identify and share examples of best practice and future development opportunities.*
- *Supporting the team by working closely with the Commercial Officer and Administrator.*
- *Being a customer point of contact for partnership products and services, answering initial enquiries with the Commercial Officer and Administrator.*
- *Ensuring that all enquiries are responded to and/or passed on to relevant members of staff in a timely manner.*
- *Ensuring that timely reports and insights are delivered and that re-forecasting and risks are identified.*
- *Raising finance invoice and purchase orders when relevant on NetSuite.*
- *Ensuring all appropriate Smartsheets are updated at the correct point in the management process, e.g. Coach Register for courses.*
- *Supporting the delivery of BF's Sport England funded social impact projects and programmes.*
- *Liaising with the Finance department to support budget management processes and activities.*
- *Collating and providing necessary data for quarterly review documents for department leads when reporting back to the BF Board and CEO.*



## PERSON SPECIFICATION

### ESSENTIAL

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- *Five years of industry related experience, i.e. education, sport and leisure.*
- *Ability to show previous commercial success through the growth of products and programmes.*
- *Promotional marketing and selling experience (professional or personally gained).*
- *Understanding of relationship management techniques.*
- *Very strong negotiation and influencing skills, with the ability to robustly handle challenging situations in a professional manner.*
- *Accurate self-awareness to adjust communication styles to different audiences.*
- *Well-developed management skills.*
- *Ability to work under pressure and to adopt a flexible approach to working.*
- *Proven track record in a stakeholder-facing management role with experience in managing demands, pressure and timelines to deliver measurable outcomes.*

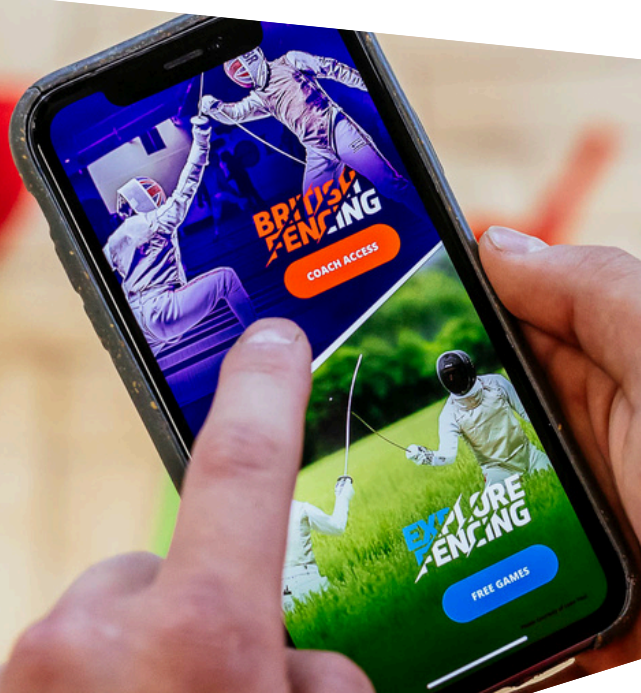
- *An interest in sports development at grassroots level.*
- *Experience of working with and motivating diverse and remote individuals/teams to deliver agreed objectives on time and on budget.*
- *High levels of IT literacy, particularly with Microsoft Office 365 products.*
- *Self-motivated, creative and a forward thinker.*
- *Excellent presentation, communication (written and spoken), and influencing skills.*
- *Excellent interpersonal skills, able to communicate and collaborate with a wide range of stakeholders.*
- *Strong commitment to EDI and Sport Integrity.*
- *Ability to work occasional evenings and weekends, if required.*
- *Flexibility to travel within the UK.*

## **DESIRABLE**

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- *Previous experience working in a fast-paced environment and with autonomy.*
- *Evidence of continued professional development (CPD).*
- *Knowledge and experience of the sports industry, ideally within an NGB.*
- *Previous experience working with Customer Relationship Management systems (CRM).*





## FURTHER INFORMATION

*Our objectives include:*

### ***A pathway to international success.***

*Through our GBR Pathway programme, supported by Sport England and UK Sport, our athletes are producing some of the best results in recent history and we are excited about the prospect of supporting them to future Olympic and Paralympic success.*

### ***Maximising the wider benefits of fencing and its positive impact on people's lives.***

*Our flagship Muslim Girls Fence project has been running for nearly eight years, and is currently delivered in four cities across the UK and was featured in the 2023 This Girl Can campaign. Our new Fencing For Change project, using fencing to improve physical literacy and reduce social isolation for children with autism, is also expanding. We will continue to explore opportunities for fencing to be used as a tool for social change.*

**Accessible and inclusive swordplay opportunities delivered via partnership programmes.**

We support activity providers who together deliver over 300K unique fencing experiences every year. We have also developed and recently launched our Ofsted-aligned We Are Forging Futures personal development programme for schools, giving young people the chance to experience fencing whilst building resilience and self-efficacy. We have ambitious plans to improve and grow the opportunities for young people to participate in fencing.

**A stronger, empowered, diverse and inclusive community of 30,000 fencers, volunteers, coaches and supporters.**

We will continue to build our community, supporting them to deliver and participate in inclusive fencing opportunities across the UK, founded on our principles of 'Be Safe, Have Fun, Feel Welcome'.



## HOW TO APPLY

To apply for the role, please email your CV with a brief cover letter (ideally as one document) to: [recruitment@britishfencing.com](mailto:recruitment@britishfencing.com).

If you would like to discuss the role or the application, please email us on the same email address to arrange a call or ask a question.

We welcome applications from all sections of the community, regardless of age, race, colour, sex, marital status, religion, ethnic origin, nationality, disability or sexual orientation.

**Closing date:** Sunday 31<sup>st</sup> August 2025

**1st stage interviews:** Tuesday 16<sup>th</sup> September 2025

**2nd stage interviews:** Wednesday 17<sup>th</sup> September 2025

**Remuneration:** £31,000 – £33,500 (dependent on experience)

**Contract type:** Full time (35 paid hours per week)

**Location:** Flexible, with in-person attendance at meetings in London twice a month.

Please note this role does not include an offer of visa sponsorship.

