

Job Title:	Broadcast Partnerships Manager
Department:	Commercial
Reporting To:	Head of Broadcast, Media Rights and Live Production
Direct Reports:	0
Version	V1 180924

Job Purpose

The R&A's broadcast function leads our partnerships with broadcasters & production partners alongside key agency relationships. Alongside the commercial and rights management, we also produce multiple live productions per season including The Open, AIG Women's Open & our Amateur Production portfolio.

The Broadcast Partnerships Manager will be responsible for managing and developing key broadcaster relationships, delivering an effective partnership and rights servicing programme, and coordinating with internal stakeholders and external agency partners across the broadcast portfolio.

They will support the continued evolution of the broadcast strategy and partnership programme, working closely with the Head of Broadcast and key external agency partners to identify opportunities to enhance partner value, audience reach and commercial outcomes.

The role will help deliver the R&A's commercial, audience and brand objectives through its broadcast portfolio, whilst maximising the value and effective utilisation of media rights by our broadcast partners.

Key Accountabilities

- Develop and maintain strong strategic relationships with broadcast partners, supporting the delivery of the R&A's audience, brand and commercial objectives.
- Deliver best-in-class partnership support to broadcasters, enabling them to maximise the value and utilisation of their rights.
- Develop structured account plans and partnership priorities for key broadcasters, including regular partner meetings, reviews and agreed actions.
- Identify opportunities to strengthen broadcaster partnerships, including new content, promotional, audience and commercial opportunities.
- Liaise with key internal departments to understand and support their objectives through the broadcast portfolio.
- Be the R&A's key broadcast contact for selected R&A Championships, ensuring effective coordination between the R&A, broadcasters, agencies and relevant stakeholders.
- Manage the delivery of key promotional and content assets to broadcasters, including internationalisation.
- Create clear and concise internal communications, providing relevant stakeholders with key information, updates, requirements and actions relating to broadcast partnerships.
- Work closely with IMG and relevant distribution partners to support the effective distribution of R&A Championships and maximise audience reach across markets and platforms.
- Support the continued development of distribution opportunities across traditional broadcast, digital, OTT and emerging platforms and markets.
- Develop a strong understanding of The R&A's broadcast agreements and guide internal departments on the appropriate use of reserved rights, content and other contractual provisions.
- Lead the management of third-party rights and access at R&A Championships, ensuring alignment with broadcast agreements and agreed partner requirements.
- Be a primary point of contact for our external archive licensing team providing guidance and sign-off for third party licensing deals
- Work with reporting and insights teams to monitor broadcaster performance and audience consumption, using relevant data and feedback to inform partnership planning and the continued evolution of the broadcast strategy.

Resource

- Support appropriate budget setting and management for broadcast partnership activity and agreed partner deliverables.
- Manage relationships with key third parties including Broadcast Partners, Production Partners and Broadcast Technology providers.
- Requirement to travel for partner meetings, recces and Championships as and when required.

Expertise

Essential

- Degree level qualification or relevant working experience within a sports governing body/team, rights holder, broadcaster, agency or media organisation.
- Track record of building and managing strong relationships with broadcasters, commercial partners, agencies or other external stakeholders.
- Experience articulating strategy, objectives and partnership plans through clear presentations and written communications.

Highly Desirable

- Experience of delivering commercial assets through live productions
- Experience working on live productions at major sporting events
- Knowledge and interest in golf, sports media and content.
- Experience of complex contracts and working with legal teams.
- Understanding of broadcast contracts, media rights, reserved rights and rights compliance.
- Understanding of broadcast production and delivery processes
- Experience using audience, performance or market insights to inform partnership activity or strategy.

Skills and Competencies

- Excellent relationship building, communication and stakeholder management skills.
- Proactive and commercially minded, with the ability to balance short-term delivery with longer-term partnership development and strategic objectives.
- Strong IT skills, including the ability to structure and produce clear, engaging presentations and written materials.
- Strong organisational and project management skills, with the ability to manage multiple stakeholders, priorities and deadlines.
- Strong commercial awareness and an ability to identify opportunities that create value for both the R&A and its broadcast partners.

This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.