Manager, Strategic Partnerships and Growth – North & Scotland

Reporting to: Head of SP&G

Location: Manchester, Leeds or Scotland with hybrid working

Working to the strategy and priorities set by the Head of SP&G, the Manager delivers day-to-day activity across an allocated agency, client and media owner portfolio. The role combines account management, media trading and new business development, ensuring opportunities are commercially sound, operationally deliverable and aligned with Active's proposition.

KEY RESPONSIBILITIES

1. **Account management, delivery and agency/client growth**
    - Own and maintain strategic account plans for allocated agencies and media owners, covering stakeholder maps, commercial priorities, relationship plans, renewal cycles and live opportunity pipelines.
    - Deliver regional objectives, partner plans and service standards agreed with the Head of SP&G to support sustainable and profitable growth.
    - Build multi-level agency relationships across Investment, Trading, Global and relevant client teams; monitor market trends, agency structures, competitive activity and channel developments, identifying risks, underperformance and corrective actions early.
    - Originate and convert agency-led and commercially appropriate direct-to-client opportunities, including reactivation of lapsed clients.
    - Deliver meetings, pitches, education sessions and networking activities that increase understanding of corporate trade and Active's broader proposition.
    - Shape integrated solutions across Active's three growth pillars: content funding, digital integration and cross-border opportunities.
    - Support onboarding of new agencies and Media Owners, ensure agreed commitments are met, and progress a qualified pipeline from initial opportunity through commercial agreement and delivery.
2. **Media owner partnerships and trading**
    - Manage day-to-day commercial relationships with allocated media owners and act as the regional partnership and trading contact; understand each partner’s commercial model, operating economics, inventory priorities, decision-making process and strategic objectives.
    - Match media owner inventory and commercial priorities with relevant agency and client demand to increase effective use of corporate trade solutions; work with the London Media team to align regional relationships, trading strategy, pricing and delivery, presenting one clear position to market.
    - Position Active as a valued commercial partner, building effective relationships across Sales, Trading, Finance, Marketing and Procurement.
3. **Commercial performance and governance**
    - Deliver agreed targets for billings, profit, return, trade credit expenditure, cross-purchase, inventory utilisation and qualified pipeline across the agency and media owner portfolio.

- Maintain accurate forecasts, opportunity stages, account activity and next steps in Salesforce and trading systems; provide biweekly performance reporting and contribute to quarterly, mid-year and annual business reviews.
- Work with the London Media team and Finance to ensure pricing, deal structures, contracts and P&Ls are complete, accurate and commercially sound before sign-off.
- Identify incremental growth opportunities, address underperformance promptly and escalate material risks with clear recommendations.
- Maintain high standards of contract discipline, financial administration, data quality and commercial governance.

4. **Cross functional delivery**
   - Collaborate with Business Services to broaden partner value and unlock additional commercial solutions.
5. **Culture and contribution**
   - Represent Active professionally and credibly across the North of England and Scotland, including industry events, partner meetings and networking forums.
   - Undertake other reasonable responsibilities aligned with the scope of the role.

SUCCESS MEASURES

- Year-on-year growth in billings and profit across the allocated agency and media owner portfolio.
- Growth in agency share of wallet, qualified pipeline, opportunity conversion, new client acquisition and reactivated business.
- Improved media owner deal quality, return percentage, corporate trade acceptance and inventory utilisation or draw-down, delivered in partnership with the Media team.
- Accurate forecasting, strong CRM and system discipline, complete contracting and timely financial administration.
- Strong, multi-level relationships with priority agency, client and media owner stakeholders, and effective cross-functional delivery.

SKILLS EXPERIENCE AND KNOWLEDGE

- Experience in media business' ideally across business development, account management, media trading or commercial partnerships within an advertising agency, media owner or related media business.
- A credible regional network and a proven ability to build influential relationships across agencies, clients and media owners in the North of England and/or Scotland.
- A track record of generating measurable revenue and profit growth and of progressing opportunities from identification to delivery.
- Commercially analytical and confident working with P&Ls, forecasts, pipeline data, pricing and performance measures.
- A clear and persuasive communicator with strong presentation, negotiation, and influencing skills.
- Sound judgement and the confidence to progress agreed priorities, while knowing when to involve or escalate to the Head or wider team.
- High attention to detail and the resilience to work effectively in a fast-paced, evolving and matrixed environment.

Competencies:

Our competencies guide us with excellence and help us to design learning opportunities and training to support our managers to be the best they can be.

Team / Management

Role models time management and organisation

Delegates effectively and sets clear goals to support individual growth

Develops own coaching skills and application

Promotes collaboration within and outside team

Building Relationships and Collaboration

Builds trust and demonstrates personal accountability

Delivers on promises and manages expectations

Motivates and inspires others towards goals

Creates meaningful connections with others

Complex Problem Solving

Proactive analysis of relevant issues

Timely relevant decision-making

Seeks different perspectives, information, and new ways of working

Communication

Clarity in both verbal and non-verbal communication

Proactively and positively manages conflict and resolution

Provides timely specific feedback

Champions “Active Listening” to understand others

Champions Change

Role models a positive can-do attitude

Adjusts style to changing situation and considers others

Practices and demonstrates resilience

Encourages self-development and growth

Our Expectations:

We **invest** and **focus** on the development of the team at Active. In return, our employees, at all levels, must hold our values in high regard and live them in their day-to-day approach and behaviours.

OUR COMPANY VALUES

INNOVATE AND SIMPLIFY

BE A THINKER AND A DOER

CONNECT, CARE AND CO-CREATE

Hybrid Working:

We are proud of our working practices. Active's current hybrid working practices, post-probation, include a minimum of three days per week in an agreed office or regional work location. During induction and throughout probation, new starters are expected to spend agreed time in the London office, and with regional colleagues, to support training, onboarding, connection and integration into our culture. Regular travel across the North of England, Scotland and London will be required.

Our Commitment to Fair Process:

Active International is an equal opportunities employer and positively encourages applications from potential new Activians regardless of gender, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, pregnancy & maternity, physical ability or attributes, cognitive processing style, political views, and socio-economic background.

If you have any reasonable adjustment needs arising from a disability, medical condition or otherwise to participate in the recruitment process fully, please discuss this when contacted about interviewing with us.

Read our Recruitment Manifesto.

This document outlines our commitment to clear, fair, and kind recruitment processes.

Read tips on how to anonymise your CV here