



Scottish Golf  
Partnership Manager

Candidate Pack 2025

---



# About Scottish Golf

Scottish Golf is the internationally-recognised governing body for amateur golf in Scotland. With more than 220,000 active golf club members and over 575 golf courses across Scotland, the organisation's work reaches the four corners of the nation to ensure golf is accessible, no matter your location. Our mission is to make golf 'Scotland's game for everyone', where we inspire a nation to embrace the sport in all its forms and contribute to a healthier Scotland.

To support this, Scottish Golf's strategic goals are:

- **Sustainable clubs prepared for the future:**  
A healthy, robust network of golf clubs and facilities supporting golf in Scotland
- **Growing the game, nurturing talent:**  
More golfers, from beginner to winner
- **Showcasing the game as a welcoming, accessible sport**  
Cultivating a culture of confidence and openness that is inclusive
- **Enterprising, responsible resources**  
Collective responsibility for the performance of our people and finance

Scottish Golf works to achieve these goals via the following functions:

- **Golf Operations**
- **Marketing and Communications**
- **Participation & Development**
- **Club Services & Governance**
- **Venue Management System / Digital Support**
- **Performance & Pathway**
- **National Events**



# Join us in our mission

# Key Principles

## *Our Vision*

Making golf 'Scotland's Game for Everyone'.

## *Our Mission*

To inspire a nation to love golf in all its forms and contribute to a healthier, inclusive and aspirational Scotland.

## *Our Purpose*

To promote, develop and govern golf for all generations and without barriers.

---

## *Organisational priorities*

- As a membership organisation, Scottish Golf is committed to the growth and sustainability of Scotland's golf clubs, in the firm belief that they underpin the delivery of the game and provide a robust foundation on which it can be developed.
- Scottish Golf has an engaged audience across all communications channels of around 200,000. There are another 500,000 'casual golfers' in Scotland - a diverse audience that Scottish Golf needs to engage with to bolster club memberships and secure their future.
- Alongside this work, Scottish Golf has identified an opportunity to grow commercial revenue through strengthening partnerships. The many tranches of its work lends itself well to opportunities for sponsorship, commercial investment and return on objectives for brands looking to align with a progressive sports organisation.

- Scottish Golf believes unequivocally that everyone should enjoy equal access to golf, no matter their background, location or circumstance.
- As protected characteristics, gender, ethnic background, disability or sexual orientation should never be a barrier to inclusion nor used as a means to exclude anyone from accessing the sport.
- Scottish Golf's mission is that golf is Scotland's Game for Everyone, and we are assisted by a Charitable Trust that provides support where financial circumstances are prohibiting anyone from playing golf.





# Role summary

Scottish Golf is seeking a passionate and experienced Partnership Manager who will be responsible for managing relationships with key partners, sponsors, and stakeholders. This role would involve building strong connections with businesses, organisations, and individuals who support Scottish Golf's programmes and initiatives.

As a Partnership Manager at Scottish Golf, you will drive strategic relationships with key partners, sponsors, and stakeholders to enhance the organisation's profile and achieve its strategic goals. You will oversee the development, execution and management of partnership and sponsorship agreements, ensuring mutual value and alignment between Scottish Golf and its partners. This role is pivotal in expanding Scottish Golf's commercial revenue and fostering meaningful collaborations that support the growth and visibility of golf in Scotland.





# Role detail



## Key Responsibilities

### Partner Relationship Management:

- Cultivate and maintain strong long-term relationships with existing sponsors and partners.
- Collaborate with partners to align objectives, creating tailored plans that deliver measurable value.
- Serve as the main point of contact for all partnership-related matters.

### New Business Development:

- Identify and approach potential sponsors and partners that align with Scottish Golf's brand and strategic priorities.
- Develop compelling, data-driven proposals that highlight Scottish Golf's value proposition and potential for partnership growth.
- Negotiate and secure partnership agreements that deliver beneficial outcomes for both parties.

### Sponsorship Activation & Delivery:

- Oversee the successful execution of all partnership obligations, including brand visibility, activation at events, and media deliverables.
- Coordinate with internal teams (marketing, events, communications) to fulfil sponsorship commitments.
- Evaluate the effectiveness of partnerships, providing feedback and actionable insights for future improvements.

### Revenue Growth & Commercial Strategy:

- Play a key role in driving the commercial revenue for Scottish Golf through partnerships and sponsorship opportunities.
- Contribute to the organisation's overall commercial strategy, identifying areas for growth and revenue generation.

### Event Management:

- Work closely with the Events Team to maximise sponsor engagement at key Scottish Golf events.
- Collaborate on activation plans for events, including hospitality, branding opportunities, and media exposure.

### Stakeholder Engagement:

- Build relationships with key stakeholders within golf clubs, local businesses, regional partners, and relevant governing bodies to maximize the value of partnerships.
- Represent Scottish Golf at industry events, meetings, and presentations.

### Market Research & Insight:

- Stay up to date on industry trends and competitor activity to inform partnership strategies.
- Analyse market data to understand partner needs and create targeted solutions that drive success.



## Qualifications

- Bachelor's degree in business, Marketing, Sports Management, or a related field, or equivalent experience.
- 3-5 years of relevant experience in partnership or sponsorship management, preferably within the sports sector.
- Experience with CRM systems, sponsorship platforms, and financial reporting tools is an advantage.

## Miscellaneous

This role requires travel across Scotland, therefore a full driving licence is required. This role may include travel within the United Kingdom and abroad, therefore the successful candidate must be willing to travel and hold a valid passport.

Scottish Golf is an equal opportunity employer. We value diversity and encourage applications from candidates of all backgrounds, identities and experiences. We believe that everyone deserves an equal opportunity. If you require any reasonable adjustments during the recruitment process, please let us know.







## Experience and Knowledge

Proven experience in managing and growing partnerships ideally within a sports or commercial context. Previous track record in a similar role for a sports organisation, event, or governing body would be highly advantageous.

Strong ability to secure new sponsorships, identify commercial opportunities, and develop mutually beneficial agreements.

Demonstrated success in building and maintaining long-term, high-value partnerships.

Experience in activating sponsorships and partnerships during large events or sports tournaments. Strong organisational skills with a proven track record of managing multiple projects and timelines simultaneously.

Knowledge of golf in Scotland, including the key stakeholders, the sport's structure, and its commercial landscape.

## Key Competencies

The post holder must demonstrate the following:

**Commercially Driven:** Strategic thinker with a focus on driving revenue growth and creating value through partnerships.

**Proactive & Results-Oriented:** Self-motivated, innovative, and determined to deliver impactful solutions and tangible outcomes.

**Effective Communication:** Excellent verbal and written communication skills, capable of engaging a wide range of stakeholders and fostering productive relationships.

**Team Collaboration:** Skilled in building strong working relationships and fostering teamwork across internal departments and external stakeholders.

**Organised and Detail-Oriented:** Proficient in managing multiple projects and competing deadlines while maintaining high quality standards.

**A Commitment to Excellence:** Results driven with a passion for delivering first-class outcomes, leading by example and fostering a culture of continuous learning and knowledge sharing.

**Leadership:** A natural, positive, and engaging personality who embodies a culture of collaboration, innovation and support, inspiring trust and confidence in colleagues and stakeholders.

- A commitment to collaborative working.
- A commitment and enthusiasm for ensuring first-class delivery.
- A commitment to broadening the reach of the game.



# How to apply

## *Key Dates*

This is a full-time, permanent role with a salary band of £35-40,000. In addition, a pension scheme and other benefits are available.

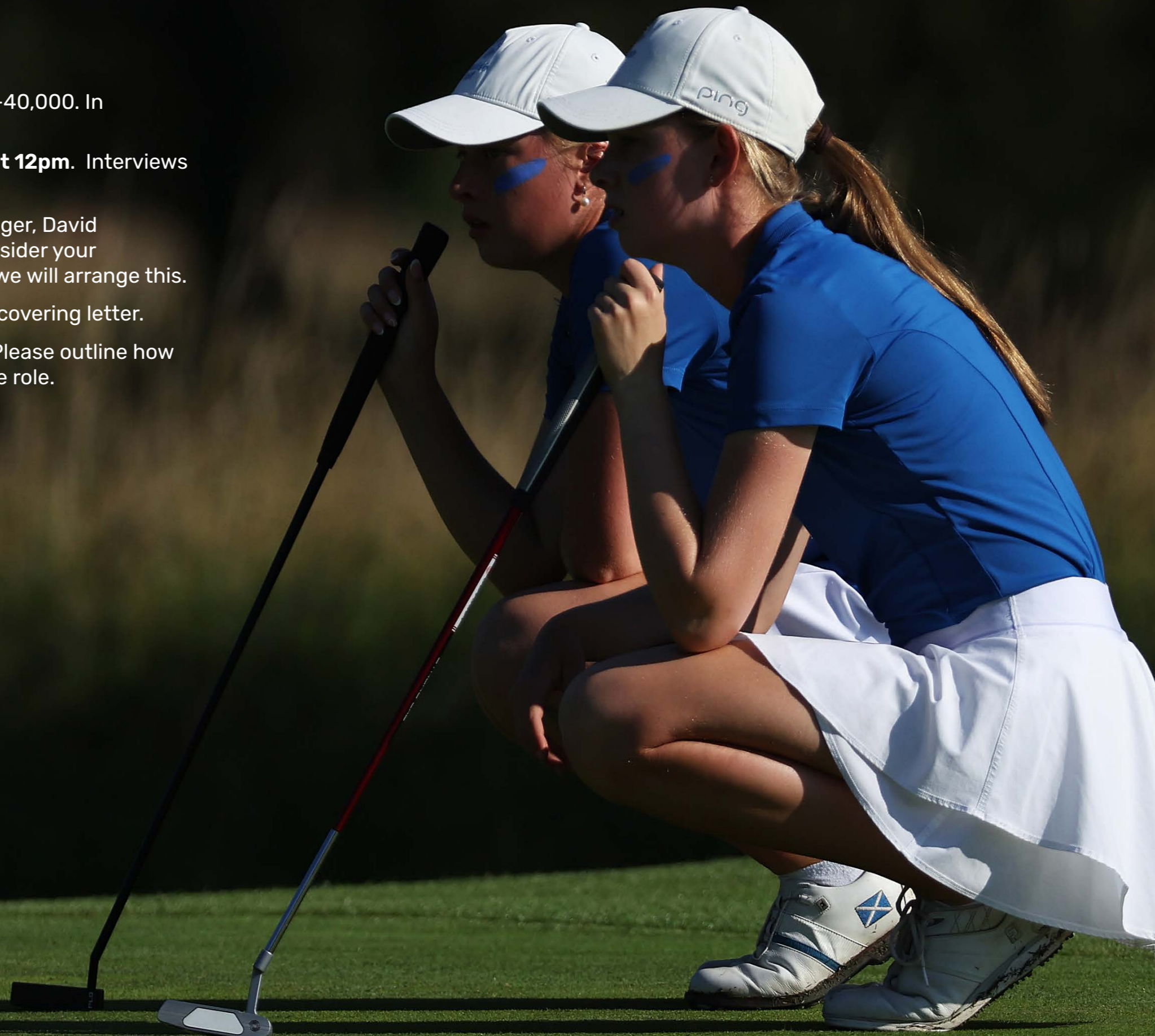
Closing date for applications is **Monday 10 February 2025 at 12pm**. Interviews will take place in the week commencing **24 February 2025**.

If you would like an informal discussion with the hiring manager, David Kernohan (Head of Commercial, Scottish Golf) while you consider your application, please email [recruitment@scottishgolf.org](mailto:recruitment@scottishgolf.org) and we will arrange this.

To submit your application, please provide a current CV and covering letter.

Your covering letter is an important part of the application. Please outline how your skills and experience make you a good candidate for the role.

Please email both to [recruitment@scottishgolf.org](mailto:recruitment@scottishgolf.org).







**Scottish Golf Ltd**

Arrol House

Viking Way

Rosyth

KY11 2UU

Facebook /[ScottishGolf](#)

Twitter @[ScottishGolf](#)

YouTube /[ScottishGolf](#)

Instagram @[wearescottishgolf](#)

Linkedin /[scottish-golf](#)

[scottishgolf.org](http://scottishgolf.org)