



Scottish Women's
**Premier
League**

Job Description

Job Title	Girls and Women's Commercial Officer – Scottish Football Marketing (SFM)
Reporting To	SFM Commercial Director & Scottish Women's Premier League (SWPL) Managing Director
Location	Barclays Hampden, Glasgow
Salary	£34,000-£36,000 + discretionary bonus
Closing Date	15:00 pm on Thursday 24 th September 2026

Overall Purpose of Job

This role will be responsible for identifying and securing new commercial partnerships across girls and women's football in Scotland, with support from the wider Scottish Football Marketing (SFM) and Scottish Women's Premier League (SWPL) teams.

This position will focus on bringing new commercial and sponsorship revenue into the Scottish FA and the SWPL. The successful candidate will require to be visible and present in market and will support SFM and the SWPL to raise the profile and status of girls and women's football in Scotland, with the overarching aim of attracting new commercial partners and increasing revenue.

The Girls and Women's Commercial Officer will support SFM and the SWPL to deliver a comprehensive, and robust commercial sales strategy for girls and women's football in Scotland, both short and long term. This role will also work extremely closely with existing partnership & activations teams within the Scottish FA & SWPL to develop bespoke partnership packages which are attractive to new commercial partners and will work with these teams to ensure that any new partners/sponsors strategic objectives are delivered.

They will establish productive and healthy working relationships with staff across the Scottish FA, SWPL and SWPL Clubs, to ensure that the work of SFM continues to complement clubs own selling efforts. The successful candidate will be required to be insight led, data driven and will be confident in approaching appropriate brands, at the right times.

An understanding of the women's sport landscape and a passion for women's football are essential.

This role will be full-time and based at Barclays Hampden, Glasgow.

Main Duties and Responsibilities

- Unlock and deliver new commercial partners & sponsors across girls and women's football.
- Be visible, and active in market identifying new and relevant sponsorship opportunities.
- Design and deliver girls and women's football's go-to market selling assets.
- Build bespoke proposals based on clients' needs and preferences.

• Work closely with Scottish FA and SWPL existing partnership teams to ensure delivery of commercial partners' objectives. • Support the wider SFM and SWPL teams in the creation, and execution of a robust commercial sales strategy. • Proactively communicate the Scottish FA's and the SWPL's commercial and brand vision to the business community and raise the profile of each organisation externally. • Work with current sponsors and partners to proactively explore and develop new opportunities to maximise commercial revenues. • Any other reasonable duties as directed by the SFM Commercial Director/SWPL Managing Director commensurate with the role.	
Person Specification	
Essential	Desirable
Knowledge & Experience	
• Proven experience of working in a sales/commercial environment. • A new business hunter who thrives on proactively seeking out new & incremental opportunities. • Proven experience of presenting and negotiating. • A thorough understanding of women's sport industry. • Understanding of brand dynamics and consumer trends. • Working knowledge of social media	• Experience in a sports sponsorship and/or partnership environment
Qualifications & Training	
• Educated to degree level or equivalent.	• Degree level or equivalent in Business Management.
Skills	
• A brilliant communicator, with an ability to influence at multi-level. • Strong commercial acumen with the ability to think strategically. • Excellent analytical, reporting and presentation skills. • Negotiation skills.	

Competencies	
• Resilient, dynamic and respectful in approaching new commercial partners. • Confident, adapts communication and influencing style to gain commitment and buy in. • Demonstrates energy and drive in achieving high personal and team performance. • An approachable and receptive style to managing challenges. • Capable of fostering positive relationships at all levels. • Demonstrates good judgement in aligning recommendations and decisions to organisational objectives. • Trustworthy, always acts with professionalism and integrity. • Takes ownership, is proactive and accountable to deliver timely solutions, meet deadlines and complete actions.	
Additional Related Requirements	
• Driving licence. • Due to the nature of the role, flexibility is required with regards to working in the evenings and at weekends.	