



## Partnership Development Manager

Renault Sport Racing

CANDIDATE BRIEF





**Role:** Partnership Development Manager

**Reports to:** Head of Partnerships RSR

**Client:** Renault Sport Racing

**Location:** Paris, France

---

## Background

Following the acquisition of the Lotus F1 Team as well as the repositioning of Renault's Formula 1 team as Renault Sport Racing (RSR), an entity entirely dedicated to the automotive sports within the Renault group, has set up its own Commercial practice in order to:

- Guarantee the development and implementation of commercial strategies in line with the Renault Sports Racing's (RSR) objectives as well as its Renault F1 Team
- Develop revenue channels for RSR via sponsorship as well as other products and services likely to generate revenues
- Optimise media exposure of the Renault brand through the F1 team activities.

## Key Responsibilities

- Carry out the commercial strategy of RSR
  - Creation of sponsorship sales tools
  - In collaboration with the RSR Marketing department; participate in the creation and commercialisation of marketing campaigns
  - Develop RSR's sponsorship revenues in order to achieve financial objectives defined by the commercial department: acquire new partners, develop existing relationship with RSR's partners
  - Write and negotiate commercial agreements (presentations, proposals, term sheets); participate in contractual negotiations
  - Communicate marketing activities and results to partners as a result of their partnership with RSR (TV exposure, social media, press coverage, and other general ROI metrics)
  - Closely collaborate with the Renault Marketing Department, the Technical Department of RSR, the Sporting Department of RSR, the Legal Department of RSR, and the Financial Department of RSR; develop and establish various commercial activities:
    - Marketing partnerships
    - Technical partnerships
    - Commercial partnerships
  - Write and negotiate contractual/commercial agreements
  - Forecast and manage RSR revenues (across sponsorship, merchandising, and general services)
- Establish and monitor the worth of the Renault brand and its sponsors from a media perspective
- Bring a commercial expertise to various RSR stakeholders.





### Deliverables & Key Relationships

- Commercial offerings, presentations, sales forecast sheets, strategic recommendations, general summaries
- Renault Sport Racing: all the Renault Sport Racing s.a.s and Limited functions & departments
- External: partners, sponsors, suppliers, teams, pilots, rights holders, prospectors, etc.

### Team Management

- Direct:
  - Business Developer (RSR FR)
  - TBD: Junior Business Developer (Intern – RSR FR)
- Indirect:
  - Business Developer (RSR UK)

### Qualifications & Skills

#### *Profile:*

- Commercial background, 10 years' experience
- Strong communications and operational skills
- Complete fluency in French & English
- Excellent relationship management skills with complete ease in presenting within any environment
- Microsoft Office Suite educated
- Understanding of the sports & competitions landscape is advantageous

#### *Technical Skills:*

- Sales and Unique Selling Point identification
- Marketing and Story Telling
- Finance (P&L, forecasting)
- Contract editing

#### *Soft Skills:*

- Leadership & Strategy
- Business oriented
- Detail oriented (numbers)
- Analytical, Writing Skills
- Communicative and people oriented





## How to Apply

To apply, the candidates should send the following:

- Letter of application highlighting relevant experience
- Up to date curriculum vitae
- Details of current remuneration

For a confidential discussion about the role, please contact:

Joris Lacroix

[jlacroix@sriexecutive.com](mailto:jlacroix@sriexecutive.com)

T: +41 (0)78 828 10 21

M: +41 (0)21 943 33 81

