

Senior Partnerships Manager, Sports (m/w/d)

Shikenso GmbH · Frankfurt am Main or remote within the EU · Permanent, full-time **Applications close 4 September 2026**

The role

You will own our sports clients and be accountable for two things on it: **renewing them and growing them.**

That accountability is the centre of every commercial role in our Partnerships team. At Senior level you carry complex, high-value relationships, you run your own negotiation conversations.

This is not a role that inherits a book and maintains it. Renewals are the floor. What we are hiring for is the person who finds the upsell nobody asked for.

You will report to the Head of Partnerships and work within the Sports vertical alongside two other Partnerships Managers.

What you will do

- **Own the full client relationship.** Onboarding, ongoing account management, dashboard and reporting talk-throughs, and renewal negotiation.
 - **Secure renewals ahead of contract expiry.** Not at expiry. Ahead of it, with the commercial case already made.
 - **Identify and pursue upsell and cross-sell** across your accounts, including acting on commercial interest a client raises with you directly.
 - **Build commercial arguments from platform data** and take them into client conversations. A Key Partnerships Manager reviews these with you before they go out, which is how the capability develops rather than being assumed.
 - **Own the full negotiation conversations yourself** rather than escalating them.
 - **Keep your accounts accurate.** Records in HubSpot, contract administration and invoicing, handled reliably and without escalation.
 - **Maintain a current brief on every account you own**, and act as the named second on a colleague's accounts. Any account in our team can be picked up by someone who does not own it, within five working days, with no gap the client notices. That standard is maintained deliberately, and every person on the team contributes to it.
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What we are looking for

Required

- 3–5 years experience in partnerships or sales roles.
Teamplayer mentality as you'll be working not only with the other Partnerships Managers but also with other departments.
 - A proven renewal track record, including at least one complex or high-value account you personally carried.
 - At least one secured upsell or cross-sell. Defended renewals matter, but we want to see commercial initiative, not only relationship maintenance.
 - Comfort owning pricing and negotiation conversations directly.
 - Comfort working from data: able to read what a platform is showing and build a commercial argument from it, rather than passing the numbers to the client and letting them draw the conclusion.
 - Evidence of transferring capability to a team. A playbook, process or template your team adopted and kept using, or bringing a colleague far enough up to speed on an account that they could genuinely hold it.
 - Process reliability on contract administration and invoicing. We are direct about this because it is where account management most often quietly fails.
 - **Fluent English.** We operate English-first as a global company, and it is the working language of the team.
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Strongly preferred

- Experience on the rights-holder, federation, league, club or agency side of sports. You will be talking to people who live in that world, and credibility there shortens every conversation.
 - German, Dutch or French in addition to English.
 - Familiarity with sponsorship measurement, media valuation or sports analytics.
 - Experience leverage AI tools such as ChatGPT, Gemini, Claude for your everyday work.
 - MS365 fluency.
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Location and working setup

Frankfurt am Main, or fully remote within the EU. Our clients are predominantly European, so you will need to work to EU business hours. Some client travel should be expected.

What we offer

- Competitive base salary plus commission on upsell and cross-sell.
 - Ownership of real accounts from the start, with named clients and a real number, not a support role attached to someone else's book.
 - Frankfurt office or full remote flexibility within the EU.
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How to apply

Send your CV to jobs@shikenso.com by 4 September 2026. Include a short note on a renewal or upsell you personally secured and what made it work. That note tells us more than a cover letter will.

Shikenso is an equal-opportunity employer. We welcome applications regardless of gender, nationality, ethnic or social origin, religion, disability, age, or sexual orientation and identity.

Personal data submitted with your application is processed solely for the purpose of this recruitment procedure and handled in accordance with the GDPR.
