



Sponsorship & Partnership Manager

Permanent position. This is a hybrid role located in either our Dublin or Cork offices.

The role:

The role will lead the strategic direction, commercial performance, and portfolio transformation of all sponsorship and partnership activity. This role is accountable for delivering measurable brand and business impact through high-value partnerships, event execution, and loyalty-driving initiatives while championing integration across marketing and the wider organization. We're looking for a game changer: someone who brings strategic clarity, commercial discipline, and creative firepower to everything they touch.

Major Responsibilities:

Strategic Leadership: Own and evolve the end-to-end sponsorship and partnership strategy, ensuring it drives brand relevance, audience connection, and business growth. Shape a future-fit portfolio that balances reach, resonance, and ROI with a clear view on loyalty, retention, and long-term value. Break silos by embedding sponsorships into broader marketing, brand, and customer experience strategies. Lead with vision and influence, bringing people with you and upskilling the team along the way.

Commercial & Performance Accountability: Secure and steward high-value sponsorship agreements that deliver commercial impact and brand equity. Set ambitious KPIs across brand uplift, engagement, conversion, and retention, and hold partners accountable to them. Lead quarterly and annual performance reviews with a sharp eye on optimization, innovation, and future opportunity. Bring a commercial mindset to every decision, balancing creativity with discipline.

Stakeholder & Team Leadership: Act as the senior point of contact for internal stakeholders including executive leadership, legal, finance, and brand teams. Inspire and mentor a team of brand managers and activation specialists, fostering a culture of excellence, curiosity, and accountability. Build strong external relationships with partners, agencies, and industry bodies, and know when to bang down doors to get things done. Be a visible, vocal champion of fresh ways of working across the business.

Innovation & Thought Leadership: Spot emerging trends and partnership opportunities before others do and know how to turn them into brand-defining moments. Champion innovation in sponsorship activation, measurement, and audience engagement. Drive continuous improvement through insights, benchmarking, and post-campaign analysis. Bring spark with substance: creative ideas backed by data, instinct, and experience.

Event & Sponsorship Activation Lead the planning and execution of high-impact events that build brand fame, deepen audience connection, and deliver measurable ROI. Steer rights, teams, and budgets with precision ensuring every activation earns national attention and drives business impact. Reimagine event management to align with the wider partnership strategy, including clinics, community outreach, and brand-led experiences. Oversee ad hoc charity and community requests, ensuring alignment with brand values and strategic priorities. Ensure every touchpoint from headline events to grassroots activations contributes to loyalty, retention, and brand love.

Success measures will include; Growth in sponsorship ROI, brand equity, and customer retention. Seamless integration of sponsorships into brand campaigns and customer journeys. Team development, stakeholder alignment, and cultural impact across the organization. National recognition for Laya through standout activations and partnerships.

Qualification, Skills & Experience:

- Bachelor's degree in marketing, Business, or a related field.
- Minimum of 5 years of experience in marketing management or a related role.
- Proven track record of securing and managing successful sponsorship deals.
- Strong negotiation, communication, and relationship-building skills.
- Ability to lead and mentor a team effectively.
- Experience in event planning and management.
- Strategic thinker with the ability to align sponsorship activities with business goals.
- Strategic thinker with a bias for action
- Commercially astute with strong negotiation skills
- Inspirational leader and team builder
- Excellent project management and organizational skills
- Analytical mindset with experience in performance measurement
- Creative flair with the ability to develop innovative sponsorship packages
- Collaborative, curious, and culturally aware

To apply for this role, please email recruitment@layahealthcare.ie with a copy of your CV and a cover letter and quote the job title in the subject line of your email. Closing date for application is 10th September.

At laya healthcare we value diversity and recognise the benefits it can bring to our team and our customer interactions. We celebrate difference and want our people to be representative of all communities.

If you require reasonable accommodation for any part of the application process, please let us know

Laya Healthcare Limited, trading as Laya Healthcare and Laya Life, is regulated by the Central Bank of Ireland. You will receive practical and financial support to achieve the Minimum Competency Qualification in Insurance which is a requirement in this role.

It has been and will continue to be the policy of Laya Healthcare to be an Equal Opportunity Employer. We provide equal opportunity to all qualified individuals regardless of race, religion, age, gender, gender expression, national and ethnic origin, membership of the travelling community, marital and family status, disability or any other legally protected categories.

At Laya Healthcare, we believe that diversity and inclusion are critical to our future and our mission – creating a foundation for a creative workplace that leads to innovation, growth, and profitability. Through a wide variety of programs and initiatives, we invest in each team member, seeking to ensure that our people are not only respected as individuals, but also truly valued for their unique perspectives.