

MNO Partnerships Director

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About Us

We are the UK network service provider making digital infrastructure simple.

Whether indoors or outdoors, we make sure our customers can always connect their customers. We bring together mobile operators, central and local government, and real estate providers to work together in new ways using: Collaborative commercial models, combined real-estate and telecoms know-how, and global best practice.

We have 6000+ mast site locations, have connected 2000+ buildings and support 200+ outdoor networks. And our managed sites include some of the biggest, most challenging wireless environments in the UK, including railway stations, Canary Wharf, City of London and events like the London Olympics.

The Role

Freshwave's relationships with the UK Mobile Network Operators (MNOs) are strategically critical to the future growth of the business.

As Director – MNO Partnerships, you will lead Freshwave's **strategic** engagement with the MNO community across a broad range of initiatives, including:

- Outdoor Small Cell (ODSC) growth
- Mast infrastructure development
- Neutral Host indoor connectivity solutions
- Project Reach (Network Rail) and wider public sector opportunities
- Strategic product and innovation partnerships

This is a senior leadership role focused on building executive level relationships, shaping long term commercial strategy and creating new growth opportunities across the MNO, public and private sector markets.

You will represent Freshwave at MNO and strategic partner forums, helping position the company as a trusted long term infrastructure and connectivity partner to the UK MNO community.

The role is responsible for ensuring Freshwave's infrastructure and connectivity propositions remain aligned to evolving MNO strategic priorities, investment plans and deployment requirements, while enabling and supporting the public and private



sector teams to maximise MNO participation across strategic opportunities.

The role does not hold direct ownership of public or private sector sales targets or customer account relationships outside of the MNO community. Instead, it acts as a strategic enabler, ensuring strong operator alignment, engagement and collaboration across sector-led opportunities. The role does, however, hold overall accountability for the MNO sector's commercial performance and growth objectives, including ownership of all MNO sector targets relating to operator partnerships, ODSC growth, mast infrastructure opportunities and associated MNO led revenue programmes.

You will work cross-functionally across commercial, finance, delivery, operations and private and public sector teams to ensure MNO strategy, infrastructure growth and commercial execution remain fully aligned.

The role also has leadership responsibility for the mast acquisition and estates function within the MNO sector, ensuring site acquisition priorities, estate strategy and infrastructure deployment plans remain aligned to MNO demand and long-term growth objectives across both ODSC and wider mast infrastructure programmes.

The role will provide leadership across Freshwave's MNO sector structure, including direct leadership of the Account Director - MNOs, who retains operational ownership of the MNO accounts, commercial agreements and day to day engagement with the MNOs for the existing business.

Together, the roles provide a clear separation between:

- Strategic MNO partnerships, growth and executive alignment
- Operational account management, commercial governance and delivery coordination

This structure is designed to strengthen Freshwave's long term MNO relationships while maintaining continuity, accountability and operational excellence across existing MNO engagements.

Key responsibilities

Commercial Growth & Infrastructure Strategy

- Own and deliver against all MNO sector growth and commercial targets
- Develop and execute the long-term strategic growth plan for the MNO sector, including MNO partnerships, ODSC expansion and mast infrastructure growth initiatives
- Drive ODSC strategic growth opportunities with MNOs
- Align MNO engagement with mast development and infrastructure strategy
- Ensure Freshwave's infrastructure and connectivity propositions remain aligned to evolving MNO priorities and investment plans
- Support the identification and development of new infrastructure acquisition channels
- Ensure MNO participation and strategic alignment across Neutral Host indoor deployments
- Enable and support public and private sector teams in the development and conversion of MNO enabled opportunities across their respective markets
- Provide strategic leadership and direction across mast acquisition and estates activities within the MNO sector



- Ensure acquisition, estates and infrastructure deployment priorities are aligned to MNO growth plans and ODSC expansion objectives
- Support the development of scalable acquisition and estate strategies to enable future infrastructure growth

Leadership and Collaboration

- Provide strategic leadership and direction across the MNO sector team
- Lead cross-functional collaboration between public sector, private sector and MNO focused teams
- Act as the senior internal sponsor for MNO related commercial opportunities
- Provide leadership, mentoring and strategic direction to the Account Director - MNOs and wider MNO team structure
- Ensure clear alignment between strategic MNO engagement and operational account management activities
- Support public and private sector teams by enabling strong MNO engagement across sector led opportunities, without assuming direct ownership of public or private sector sales activity or customer accounts
- Support complex commercial and contractual negotiations where applicable
- Ensure alignment between MNO demand, infrastructure deployment and commercial delivery

Knowledge & Experience

Technical Skills & Knowledge

- Strong understanding of Mobile Network Operators (MNOs) and the wider telecoms ecosystem.
- Knowledge of outdoor small cells (ODSC), mast infrastructure, deployment models, and neutral host indoor connectivity solutions.
- Knowledge of network infrastructure planning and end-to-end rollout delivery (design, deployment, implementation).
- Knowledge of telecoms investment cycles and their impact on deployment timing and delivery requirements.
- Strategic understanding of emerging connectivity technologies and innovation trends, and their implications for future deployment and commercial models.
- Strong knowledge of the commercial and procurement landscape within public sector connectivity (e.g. transport, rail, smart cities).
- Awareness or understanding of infrastructure growth models, including site acquisition, estates strategy, and deployment alignment to support scalable network expansion.

Strategic Commercial Leadership

- Ability to align commercial strategy and propositions to evolving MNO investment priorities, deployment plans, and long-term growth objectives, translating market insight into tangible growth.
- Experience of enabling cross-sector teams (public and private) to secure MNO participation in complex, multi-party opportunities, or equivalent experience.



- Accountability for revenue performance, with consistent delivery against growth and profitability targets.
- Ability to operate at a strategic level, setting direction and enabling delivery through others rather than owning execution directly.
- Ability to set strategic direction and lead delivery across a business area or sector.
- Experience leading and developing senior teams, providing direction across commercial and specialist functions.
- Strong track record of aligning cross-functional teams (commercial, delivery, finance, operations) to achieve shared objectives.
- Acts as a senior sponsor for key initiatives, ensuring alignment between strategy, delivery, and commercial performance.

Stakeholder Management Skills

- Proven ability to build and sustain executive-level relationships with Mobile Network Operators, strategic partners, and key industry stakeholders.
- Strong track record of influencing senior stakeholders internally and externally to drive alignment and commercial outcomes.
- Ability to build credibility as a trusted long-term partner to MNOs, shaping external perception and strengthening market positioning.
- Demonstrated ability to develop long-term, trust-based partnerships across public and private sector stakeholders.
- Skilled in navigating complex stakeholder environments, aligning multiple parties around shared objectives and enabling effective collaboration.

Our Values

Our values are what set us apart from the rest. They are what enable us to bring assured connectivity wherever it's needed. We use these values to inform everything we do and the way we act as professionals – think of them as what's important to us collectively, as well as how we prefer to work.

The successful candidate will be aligned with our company commitments:

- Engineering excellence (we're engineering experts and the quality of our output is second to none)
- Do the right thing (we're neutral in our position, doing what's best for our people, our partners, our customers, society and the environment)
- Set the pace (we act quickly and work efficiently, setting the pace for our projects and industry standards)

Sustainability and CSR

We implement environmental, social, and corporate governance:

- Innovate for Impact:



- We pride ourselves on many industry firsts, driven by both technical and commercial innovation. From access to assured connectivity indoors in hospitals to smarter cities, we'll continue to improve access to connectivity where it matters most.
- A thriving workforce:
 - We're nimble and fast-growing and our success relies on diverse talent from a range of backgrounds. From this running start in an industry with known diversity challenges, we're putting structure and focus around our diversity, equity and inclusion efforts.
- Embracing Net Zero:
 - This year we've baselined our carbon footprint. We choose to include key measures for the future like waste management and will be focused on our supply chain.

Diversity, Equity, Inclusion, and Belonging

We value an inclusive environment at Freshwave and commit to celebrating the enriching contributions and perspectives that people from differing backgrounds and experiences bring. Equal opportunities are not only the key to our recruitment and selection strategy, but also to every other aspect of our employment. We'll ensure that a level playing field is provided from which everybody, without exception, can thrive.

Reasonable Adjustments

Here at Freshwave, we're dedicated to making our recruitment process inclusive and comfortable. We recognise that applying for a new job can be daunting for some, so let us know if there is anything we can do to enable you to be yourself. We'll look to provide reasonable adjustments during our process to support all applicants.

To Apply for this role please include a copy of your CV to recruitment@freshwavegroup.com