

JOB DESCRIPTION

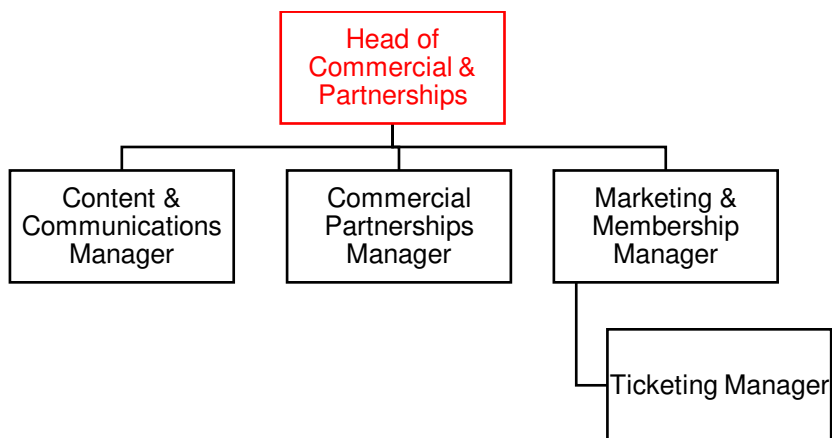
Head of Commercial & Partnerships



1. General Details

Job Title: Head of Commercial & Partnerships
Functional Department: Commercial & Partnerships
Reports to: CEO
Date: June 2022

2. Position in Organisation



Number of Subordinates:

# Subordinates	Direct	Indirect
4	3	1

3. Purpose of Position

Lead and manage the commercial and partnership strategy and performance. Accountable for all commercial revenue with the key objective to optimise commercial profitability and to maximize the organisation's full commercial potential.

Develop short, mid and long term strategic commercial plans, including strategies for partnership development, innovative revenue streams, brand/marketing plans and communications plan which are aligned to achieving the organisation's vision of 'A better Auckland built by Rugby'

4. Key Accountabilities

Key Result Area	Key Activities
Strategic Commercial Leadership	<ul style="list-style-type: none">• Develop and implement strategic commercial plans in line with the business' overall objectives and take full accountability for all commercial operations and financial objectives.• Set the strategic framework for successful commercial performance which broadens the product portfolio and identifies new and innovative commercial revenue streams.• Review and re-shape the organisation's understanding of its products, commercial strategy, and marketing activity to respond to changes in the market to effectively engage with diverse targeted rugby consumers.

	<ul style="list-style-type: none"> • Develop, secure and nurture new sponsors and strategic partnerships in NZ and key international markets. • Develop strategic relationships with key members of the NZRU to ensure that ARU is a key influencer in any commercial groups. • Oversee all major marketing, promotion, media relations, advertising, web development, social media and CRM/database initiatives of the organisation.
Revenue Optimisation	<ul style="list-style-type: none"> • Deliver all commercial KPI's in accordance with company's operating plan • Accountable to grow and optimise profitability of all commercial revenue streams • Effectively manage the marketing budget and spend allocation in line with business drivers to ensure maximum return on investment
Innovation	<ul style="list-style-type: none"> • Research, investigate and where commercially astute, design and deliver new products, programmes and initiatives to market. • Successfully implement and manage the new innovative revenue streams and products, e.g. Holiday programmes, International Academy, CRM/Database revenue, to meet delivery expectations. • Work cross functionally to develop the associated marketing and communications plans to support the initiatives (e.g. registration campaigns).
Brand Management & Communications	<ul style="list-style-type: none"> • Build consumer loyalty and brand following through regular marketing and communications campaigns and activity that promotes Auckland Rugby. • As part of the broader marketing strategy, develop and implement a digital and social media strategy to generate brand, product, or organization awareness, to engage directly with consumers in more meaningful ways and to amplify our purpose of making rugby engaging and exciting for all (#rugby's4everyone) • Manage all organisational communications to ensure alignment with our brand position and consistency with our key commercial and community messaging
People Leadership	<ul style="list-style-type: none"> • Strive to advance the organisation's leadership as a member of Auckland Rugby's Leadership Team • Put in the hard mahi to effectively coach, motivate and inspire the Rugby Commercial & Partnerships team to optimise performance to achieve organizational, functional team and individual objectives • Work as a team to contribute to the best results/outcomes for Auckland Rugby • Lead by example to set clear expectations and hold people accountable for delivering results and outcomes
Strategic Alignment	<ul style="list-style-type: none"> • Collaborate and contribute to the ARU's organisational blueprint "The Auckland Way", behaviors and initiatives therefore ensuring achievement of the balanced scorecard. • Actively engage in other duties, projects and opportunities assigned within the role.
Health & Safety	<ul style="list-style-type: none"> • Adhere to ARU Health & Safety initiatives to ensure compliance with all legislation at all levels throughout the community game • Identify and report potential hazards using the Impact risk manager system or to the ARU Health and Safety Manager
Values & Behaviours	<ul style="list-style-type: none"> • Follow our values and associated behaviours <ul style="list-style-type: none"> - Strive to advance

	<ul style="list-style-type: none"> - Put in the hard work - Work as a team - Lead by example
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5. Dimensions

- Growing revenue and profitability across all commercial revenue streams
- Operating within assigned operational budgets

6. Challenges of the Job

- Identifying and developing innovative new revenue streams
- Building a longer-term strategic approach to our commercial programme
- Hosting and hospitality are a crucial part of the role and involves a high level of integrity and responsibility, often outside of traditional working hours
- The role is not 9-5. It requires flexibility, the ability to be able to move and respond quickly

7. Key Relationships

Internal:

CEO
 Leadership Team Members
 Board & Sub-Committee

External

Sponsors
 Partners
 NZR
 Media
 Eden Park Trust
 Agencies
 Suppliers

8. Role Requirements

Level of Education	Tertiary
Field of Education	Business, Commerce
Years of Experience	10+ years in a commercial leadership role
Language Requirements	Strong command of the English language (additional languages are an asset)
Specific Skills/Knowledge	Strategic business planning Leadership Expertise in the latest trends and best practices in CRM/Database Optimisation and Social Media Marketing
Functional Competencies	Problem-solving and strategic thinking capabilities Attention to detail and delivery-oriented approach Result/impact oriented Effective time management skills and ability to work well under pressure Excellent organizational, multitasking and prioritization skills Persistence, drive, and ability to work proactively

***Note:** This job description provides an indicative outline of the purpose and accountabilities of the position. Specific performance requirements and expectations will be agreed in an annual performance agreement. In addition to your job description, you will / may be required from time to time to perform any other duties (this includes special projects) which are reasonably incidental to your position, as directed by your direct manager. Job descriptions may be amended from time to time in consultation with you, if deemed necessary aligned to operational requirements.