



POSITION DESCRIPTION

TITLE: COMMERCIAL PARTNERSHIP MANAGER

INCUMBENT:

REPORTS TO: HEAD OF PARTNERSHIPS

POSITION OBJECTIVES: TO ASSIST THE COMMERCIAL PARTNERSHIPS TEAM WITH THE ACQUISITION, RETENTION AND MAXIMISATION OF COMMERCIAL OPPORTUNITIES AVAILABLE TO THE CRUSADERS AND MATATŪ, AND TO PROVIDE ALL COMMERCIAL PARTNERS WITH A HIGH-QUALITY LEVEL OF SERVICE.

THIS ROLE IS AN INTEGRAL MEMBER OF THE CRUSADERS STAFF AND IS EXPECTED TO DEVELOP A WORKING KNOWLEDGE OF THE CRUSADERS GOALS AND OBJECTIVES AND CONTRIBUTE TO THE ACHIEVEMENT OF THESE TO THE BEST OF THEIR ABILITY.

LAST REVIEWED: JUNE 2022

BY: HEAD OF PARTNERSHIPS AND GM COMMERCIAL

NB: THIS DOCUMENT IS SUBJECT TO REVIEW FROM TIME TO TIME, BUT NO LESS THAN ON AN ANNUAL BASIS.

Achievement of the position objective will be measured through the following key result areas.

1 Account Management

EXPECTED RESULTS:

- Operate as the lead point of contact for all matters specific to your portfolio of accounts.
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives.
- Identify key staff in client companies to nurture profitable relationships.
- Resolve customer conflict quickly and effectively
- Build and maintain strong, long lasting client relationships
- Identify new opportunities within current client base

2 Sales

EXPECTED RESULTS:

- Conduct market research to identify potential customers and evaluate needs.
- Actively seek out new sales opportunities through cold calling, networking, and social media.
- Set up meetings with potential clients and understand their business values, goals and objectives.
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs.
- Prepare and deliver appropriate presentations.
- Negotiate and close sales opportunities.
- Collaborate with team members to achieve better results.
- Achieve agreed sales targets and outcomes within schedule.

3 Reporting & Administration

EXPECTED RESULTS:

- Log all relevant interactions with clients and update the “CRM” on a weekly basis.
- Prioritise workload to ensure all commitments and objectives are met.
- Develop and maintain effective professional relationships with all staff and especially all Commercial and Marketing staff as well as all external customers and contractors.
- Establish, develop, and maintain positive business and customer relationships.
- Ensure that all staff and customer enquiries are responded to promptly and efficiently.

4 Special Projects Management

EXPECTED RESULTS:

- Assist on any other commercial or marketing related projects, or any other matter that is deemed to be in the best interest of the Crusaders or Matatū as required.

5 Health and Safety

EXPECTED RESULTS:

- Complies with the health and safety systems and emergency procedures in place throughout the business.
- Encourages staff participation in the business’s health and safety system.
- Demonstrates a commitment to continuous health and safety improvement.
- Ensures prompt and accurate reporting of all hazards, accidents and incidents.
- Attends health and safety update training sessions scheduled.

6 Undertake any other duties as directed or required at any given time.

EXPECTED RESULTS:

- Such duties are carried out in a timely, professional, accurate manner and in accordance with Crusaders’ policies and procedures.
- Is flexible and cooperative when change is required for the benefit of the company.
- Participates in training and development related to the position as required.
- Actively participates in the annual performance review process, including identifying development needs.

KEY AREAS OF AUTHORITY

Budget: Spending authority in line with delegated limits.

Other: N/A

FUNCTIONAL RELATIONSHIPS

Internal:

- Chief Executive Officer
- GM Commercial
- Head of Marketing
- Head of Partnerships
- Marketing & Commercial team members
- Crusaders Coaches
- Crusaders Team Manager
- Accounts & other Crusaders staff

External:

- Crusaders Partners and Suppliers
- Relevant key suppliers/contractors
- Companies that the Crusaders may have a commercial relationship with
- NZRU
- Other Super Rugby Clubs
- Numerous services providers

PERSON SPECIFICATION**Qualifications & Experience:**

- A tertiary qualification in a related field (desirable)
- Proven experience as a relationship manager, or sales representative

Skills and Abilities

- Problem solving attitude
- Highly motivated, with a proven track record
- Excellent negotiation and communication skills
- Aptitude for fostering positive relationships
- Ability to create and deliver presentations tailored to the audience needs
- Teamwork and leadership skills
- Customer orientated mindset