



## Schedule 2

### POSITION DESCRIPTION

<b>TITLE:</b>	COMMERCIAL PARTNERSHIP EXECUTIVE
<b>INCUMBENT:</b>	
<b>REPORTS TO:</b>	HEAD OF SPONSOR RELATIONS
<b>POSITION OBJECTIVES:</b>	TO ACTIVELY SUPPORT THE CRUSADERS PARTNERSHIPS TEAM BY PROVIDING A COMBINATION OF DESIGN, SALES AND ADMINISTRATION SUPPORT AROUND CONTRACTED DELIVERABLES FOR MATATŪ AND CRUSADERS PARTNERS.
<b>LAST REVIEWED:</b>	APRIL 2022
<b>BY:</b>	GM COMMERCIAL AND HEAD OF SPONSOR RELATIONS
<b>NB:</b>	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 Support to the Commercial Team**

##### **EXPECTED RESULTS:**

- Provides assistance and support to the Commercial Partnerships team in the execution of Crusaders and Matatū partner campaigns including promotions, at game activations and leverage plans.
- Reporting and analysis of digital partner campaigns for Crusaders and Matatū, alongside the Digital Manager.
- Provide key contact support to Commercial Partners

#### **2 Design**

##### **EXPECTED RESULTS:**

- Draft and prepare partnership proposals to support the Partnerships team.
- Design of LED signage for game delivery.
- Support partner digital campaign artwork as requested by the Partnerships team.
- Design and prepare partner directory for distribution.
- Assist with design and preparing commercial branding deliverables.
- Design and prepare partnership review documents in conjunction with the Head of Sponsor Relations.

### **3 Sales Support**

#### **EXPECTED RESULTS:**

- Develop costing spreadsheets for prospects.
- Draft and prepare partnership contracts.
- Relationship management and customer service responsibilities

### **4 Corporate Hospitality Sales Support**

#### **EXPECTED RESULTS:**

- Manage the Corporate Hospitality sales for Crusaders and Matatū home games
- Monitor catering budgets and all contracted hospitality requirements for partners.

### **5 Fleet Management**

#### **EXPECTED RESULTS:**

- Manage allocation and administration of Crusaders & Matatū fleet vehicles with the vehicle supplier and insurance company.
- Be the key contact point for employee vehicle allocations and enquiries.

### **6 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
- Promptly and accurately reports all hazards, accidents and incidents
- Attends health and safety update training sessions as required.
- Acts as a member of the Crusaders Health and Safety Committee
- Implements the requirements of the HSWA 2015 into all event management plans
- Prequalifies and manages contractors associated with event management to ensure they are implementing the requirements of the HSWA 2015.
- Takes responsibility for the Health and Safety inductions of volunteers and sponsors activating promotions at events

### **7 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
- Participates in training and development related to the position as required.
- Actively participates in the annual performance review process.

#### **KEY AREAS OF AUTHORITY**

**Staff:** N/A

**Budget:** Spending authority in line with delegated limits.

## FUNCTIONAL RELATIONSHIPS

**Internal:** Crusaders GM Commercial  
Commercial Partnerships Managers  
Commercial Partnerships Executive  
Head of Marketing  
GM Matatū  
CFO & Accounts Team  
CEO  
Business Support Manager  
Team Manager  
Coaches  
Players

**External:** Crusaders Partners  
Event Managers  
Visitors  
Printers  
Designers  
Contractors  
Licensees

## PERSON SPECIFICATION

### Qualifications & Experience:

- A tertiary qualification in a related field (Design, Marketing)
- Previous experience in a marketing administration role
- Sound knowledge of the Adobe InDesign and Photoshop or equivalent, with some web development knowledge beneficial

### Skills and Abilities

- Advanced computer literacy – Word, Excel and Powerpoint
- Ability to multi-task
- Ability to prioritise workload to ensure all commitments and objectives are met
- Understanding of all elements of Marketing
- Excellent written and verbal communication skills
- Friendly positive and constructive manner
- Consultative and outcome focussed style
- Ability to build working relationships based on trust and respect
- Ability to effectively handle customer enquiries
- Interpersonal sensitivity – ability to relate to people at all levels
- High level of personal energy and positivity
- High personal standards of professionalism
- Team player