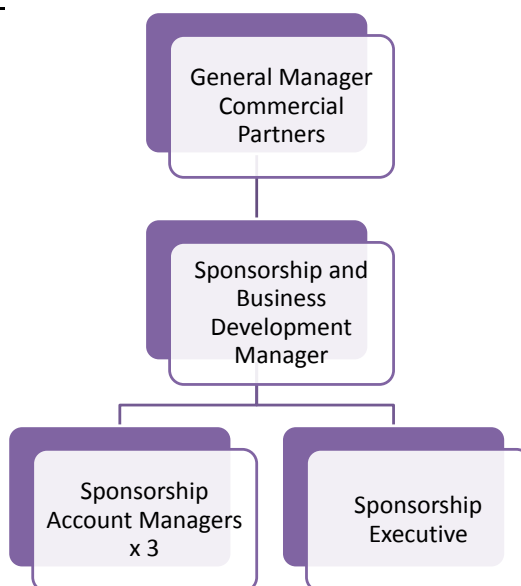


## FREMANTLE DOCKERS POSITION DESCRIPTION

<b>POSITION TITLE</b>	<b>Sponsorship and Business Development Manager</b>
<b>DEPARTMENT</b>	Sponsorship
<b>DIVISION</b>	Commercial Partners

### **REPORTING RELATIONSHIP**



### **POSITION PURPOSE**

Position's primary responsibility and purpose within the organisation

Using a strategic approach to generate new commercial partnerships in line with annual budgeting process.
Ensure exceptional relationship management with sponsors and other clients.
Re-negotiation of existing sponsorship agreements as required (in consultation with GM-Commercial Partners).
Implementation of targeted sales revenue strategies.

**KEY RESPONSIBILITY AREAS (KRAs)** The Key Responsibility Areas (KRAs) of the position are broad areas that the position has responsibility for but are not duties, activities or "things done" to deliver finished or finalised work.

<b>KRA 1</b>	New Business Development
<b>KRA 2</b>	Sponsorship Management & Planning
<b>KRA 3</b>	Reporting & Analysis
<b>KRA 4</b>	Leverage and Activation
<b>KRA 5</b>	Innovation
<b>KRA 6</b>	General Commercial Support

**POSITION ACCOUNTABILITIES**

Accountabilities relate directly to the position's KRAs and are statements of the broad areas of responsibility that apply to the position. Accountabilities focus on the position not the incumbent, direct the incumbent as to what is required to fulfil the responsibility, communicate the degree of ownership possessed by the incumbent, reflect the degree of control or impact the incumbent should have in order to deliver a KRA and how could the KRA be delivered

<b>KRA No</b>	<b>Accountabilities</b>
<b>1</b>	<b>New Business Development</b>
1	Development of new business strategy in consultation with General Manager –Commercial Partners
1	Identify and strategise approach to industry and business
<b>2</b>	<b>Sponsorship Management and Planning</b>
2	Write & prepare proposals and presentations to partners and potential partners
2	Negotiate agreements with new and incumbent commercial partners
<b>3</b>	<b>Reporting and Analysis</b>
3	Ongoing review of all commercial partnerships & new business activity
3	Analyse and report on key trends & opportunities to exploit for the Club and commercial partners
<b>4</b>	<b>Leverage and Activation</b>
4	Assist with the development of match-day sponsorship activations and leverage to benefit the club and enhance match-day experience
<b>5</b>	<b>Innovation</b>
5	Review all sponsorship activity including sponsors and sponsees activities, trends, opportunities and threats.
5	Development and implementation of new products / opportunities
<b>6</b>	<b>General Commercial Support</b>
6	Drive overall business development and planning, including operational reports
6	Involvement in all key club activities related to the commercial department
6	Ongoing development of relationships with incumbent commercial partners
6	Develop and nurture networks of business contacts and relationships, and prospects for future sales.
6	Any other activities as directed by GM Commercial Partners

**POSITION KNOWLEDGE, ABILITY AND SKILLS (Competencies)**

- Demonstrated strong leadership, sales and management skills.
- Proven advanced selling and networking skills
- Exceptional attention to detail and follow through
- Proven ability to solve problems that results in positive outcomes for all parties
- Proven experience in servicing numerous clients/sponsors simultaneously
- Highly developed interpersonal and communication skills including the ability to communicate clearly and precisely with a wide range of clients.
- Computer literacy with the Microsoft Office suite of products, particularly PowerPoint.
- Personal maturity and professionalism with a proven capacity to work with confidential information
- Proven ability to work effectively within a team environment
- Ability and willingness to work on game days through the Football season and out of hours at other Club events as required

**WORK EXPERIENCE**

- **Essential:** Five (5) years experience in a related marketing, business development or customer relationship role.
- **Desired:** Three (3) years experience in sponsorship management or a similar role.
- **Desired:** An interest in business development and sports administration. Experience in a similar role in a large organisation well regarded.

**WORKING RELATIONSHIPS**

<b>Internal</b>		<b>External</b>	
CEO	<input checked="" type="checkbox"/>	Business Partners	<input checked="" type="checkbox"/>
Board	<input checked="" type="checkbox"/>	Key Clients	<input checked="" type="checkbox"/>
Football Department employees	<input checked="" type="checkbox"/>	External Agencies	<input checked="" type="checkbox"/>
Human Resources	<input checked="" type="checkbox"/>	AFL	<input checked="" type="checkbox"/>
Finance & Admin	<input checked="" type="checkbox"/>		
Media & Communications	<input checked="" type="checkbox"/>		
Business Operations	<input checked="" type="checkbox"/>		

**EMPLOYMENT POLICIES**

The conditions outlined within Fremantle Dockers Human Resources and Employment Policies and your individual letter of employment, shall apply at all times.

**HOURS OF WORK**

This position will involve work outside normal business hours including match days and weekends.

**CERTIFICATION**

The details contained in this document are an accurate statement of the position's responsibilities and requirements.

Nicole Horrocks

**Human Resources Approval**



Signature

16/2/17

Date