

# COMMERCIAL DEVELOPMENT MANAGER



- > Fantastic opportunity to build your career
- > Demonstrate your ability to sell
- > New role with an opportunity to make an impact!

Enjoying a history that extends beyond 125 years, Hawthorn Football Club is a proud, successful and progressive member of the Australian Football League, well placed for future success. We live and breathe our values of Dynamic, Supportive, Relentless, Respectful and Selfless.

The club is seeking to appoint an experienced and talented individual to assume responsibility for selling Hawthorn corporate products, with a primary focus on new sponsorship properties, digital campaign sales and a suite of corporate hospitality products. You will be responsible to research new markets and identify sales opportunities as well as liaise with Hawthorn business groups to identify opportunities.

You will develop collateral and proposals and implement a sales strategy to deliver the annual sponsorship sales budget. Sponsorships will also include assets based in Tasmania and opportunities with VFL, VFLW and potential AFLW teams.

Reporting to the General Manager - Commercial Partnerships & Sales, the Commercial Development Manager will be responsible for:

- Identifying new properties which increase revenue streams for the Club and are attractive to a corporate partner
- Developing digital asset sales strategy in conjunction with the Digital Media Manager
- Developing strong professional networks
- Actively monitoring the market for potential new companies
- Conducting, recording and reporting on relevant market research
- Developing proposals and supporting collateral
- Ensuring that there is no conflict with existing Hawthorn partners and AFL protected partners
- Liaising with the Corporate Partnerships Manager and ensure an agreed implementation plan is developed for the sponsor
- Liaising with the Corporate Sales Manager to understand the suite of hospitality products and including the products in partnerships
- Liaising with the Corporate Sales Manager to secure the sales target for new business prospects
- Liaising with Hawthorn business groups to identify new prospective leads

The ideal candidate will preferably have a degree qualification in Marketing, Business or Sports Management and/or 4 - 7 years' experience in business development / corporate sales. You will demonstrate excellent communication and organisational skills, high attention to detail and the ability to effectively manage your time. A friendly, professional, client focused approach is a must.

It is full time, with some weekend work and travel required.

For the right candidate, we offer a competitive salary package, negotiable depending on experience. In addition, the Club's Benefits Program includes professional development opportunities, additional paid leave, free parking, gym and pool access and an in-house health program.

If you believe you are suited to this opportunity, please forward your cover letter and resume to [recruitment@hawthornfc.com.au](mailto:recruitment@hawthornfc.com.au) by 18 September 2017.