



## Position Description

### Position Title:

Commercial & Strategy Manager

### Key Objective Of The Position:

The position of Commercial & Strategy Manager will assist the NMFC Commercial team in driving strategic revenue creation opportunities in sponsorship, sales and new business projects.

### Key Relationships:

#### Reports To:

- GM Business Development and Strategy

#### Direct Reports:

- Corporate & Commercial Sales Executive

#### Internal Relationships:

- Corporate Partnerships and Marketing teams
- Digital and Community teams
- Other business lines as required

#### External Relationships:

- Corporate Partners
- AFL Commercial and Strategy Departments
- Other Clubs
- External agencies and consultants

Position Profile:	
Responsibility	Measure
Business Development	<ul style="list-style-type: none"> <li>• Assist in the generation of both traditional (i.e. sponsorship) and non-traditional (i.e. community program commercialisation, digital advertising) revenue streams</li> <li>• Build and maintain an extensive network of Corporate clients aimed at increasing revenue across sponsorship, corporate hospitality, fundraising and membership</li> <li>• Assist in the strategic targeting and development of new sponsorship revenue streams via daily market research</li> <li>• Assist in account management of a number of corporate partnerships</li> <li>• Assist in development of new opportunities through the VFL club affiliation and through Tasmanian connection</li> <li>• Assist in the development of corporate partnership proposals and presentations ensuring that each partnership program taken to market is turned around quickly, is bespoke and delivers on prospective clients marketing objectives</li> <li>• Assist in the development and maintenance of existing commercial revenue streams in conjunction with the sponsorship team</li> <li>• Engage club sponsors and corporate clients to build and maintain B2B relationships</li> <li>• Assist in the drafting and negotiation of agreements with new sponsors and corporate clients</li> <li>• Develop and implement marketing plan for Grand Final Breakfast in conjunction with the Marketing and Media teams</li> <li>• Collaborate with Football Department re commercialization opportunities</li> <li>• Drives the club's use of our CRM system to gain maximum utilization from prospective and existing sponsors</li> </ul>
Strategic Analysis and Development	<ul style="list-style-type: none"> <li>• Research the external business environment to assist in identifying strategic business initiatives or marketing opportunities for the club</li> <li>• Strategic input to overarching Club processes with an emphasis on creating financial and resourcing efficiencies</li> <li>• Assist in determining whether the new business opportunities are commercially viable and consistent with the club's overall strategic plan</li> </ul>
People Management	<ul style="list-style-type: none"> <li>• Assist with activities conducted by the GM Business Development and Strategy to deliver the club's strategic objectives</li> <li>• Take commercial lead role in cross club opportunities</li> <li>• Work closely and communicate effectively with team members from other departments to ensure they are kept abreast of commercial revenue proposals and initiatives where they need to be</li> </ul>

Position Profile:	
Responsibility	Measure
Finance	<ul style="list-style-type: none"> <li>Assist with the management of budget requirements for the Business Development and Strategy team</li> <li>Develop sales analysis planning and reporting aimed at maximising profitability</li> </ul>
Club Functions	<ul style="list-style-type: none"> <li>Attend club functions (match day and non-match day) when required</li> </ul>

Key Competencies, Skills & Qualifications:	
Competency / Skill / Qualification	Specifics
Business Acumen	<ul style="list-style-type: none"> <li>Ability to network and present at all levels</li> <li>Ability to prepare proposals</li> <li>Business and financial acumen</li> <li>Sales experience (minimum of 2 years)</li> <li>Rapport and relationship building at commercial level</li> <li>Ability to manage multiple projects with high attention to detail</li> <li>Creative, analytical and strategic thinker</li> <li>Demonstrate ability to forecast future business</li> </ul>
Personality Traits	<ul style="list-style-type: none"> <li>Hard worker with a positive "can-do" attitude</li> <li>Excellent interpersonal and communication skills</li> <li>Innovative and creative thinker</li> <li>Results and process driven</li> <li>Capable of working a wide array of hours with a varying time schedule to suit the seasonal priorities of the football industry</li> </ul>
People Management	<ul style="list-style-type: none"> <li>Capable to work with stakeholders through the organisation</li> <li>Responsible for developing the Corporate Sales Coordinator</li> <li>Proven experience working in a team</li> </ul>
Information Technology	<ul style="list-style-type: none"> <li>Experience using CRM systems</li> <li>MS Outlook, MS Word, MS PowerPoint and MS Excel</li> </ul>