



Richmond Football Club
ABN 25 679 793 340 ACN 005 563 011
Swinburne Centre,
Punt Road Oval, Richmond
PO Box 48, Richmond VIC 3121
03 9429 5333
info@richmondfc.com.au
richmondfc.com.au

RICHMOND FOOTBALL CLUB POSITION DESCRIPTION

POSITION TITLE:	Commercial Partnerships Account Manager
DEPARTMENT:	Commercial Operations
REPORTS TO:	Commercial Partnerships Manager
KEY LINKS:	Community, Marketing & Communications, Events, Consumer Business, Football.
DIRECT REPORTS:	One (Data Analyst Intern)
TYPE OF EMPLOYMENT:	Permanent Full Time#

POSITION PURPOSE:

Richmond are uniquely placed to support and enhance the unique role that sport plays in driving brand and social impact. This Commercial Partnerships Account Manager requires a high level of commercial and stakeholder acumen, focusing on delivering exceptional client services and engagement by managing a portfolio of partnerships from industry sectors which may include corporate, government and agencies, philanthropic and community.

KEY RESPONSIBILITIES:

1. Partnership Account Management

- Manage the commercial requirements and relationships of a portfolio of Partners ensuring that contractual obligations are delivered to appropriate standards.
- Ensure clear briefs and objectives are agreed to and documented and evolve as needed to ensure objectives are met or exceeded.
- Generate and implement annualised Activation Plans and engagement strategies that support target objectives for each Partner.
- Build and maintain strong working client relationships and deliver best practice account management.
- Provide timely and accurate delivery of all contractual Partner benefits for the allocated portfolio.

2. Programs, Campaigns, Activations and Outcomes

- Coordinate the development and execution of programs, campaigns and activations whilst ensuring appropriate analysis, insights and outcomes are captured and reported.



- Work with Partners, and internal stakeholders, to identify mechanisms to capture appropriate reports and outcomes that demonstrate return on investment and value for the Partner.
- Conduct periodic formal and informal reviews on Partnership deliverables and status.
- Prepare, maintain, and report to the Commercial Partnerships Manager detailed records of communications, including WIP documents and activation plans.
- Oversee the monthly budgeted revenues and expenses for each Partner in the portfolio and assist Commercial Partnerships Manager as required.

3. Stakeholder Engagement & Communications

- Create and manage an engagement plan to ensure all stakeholders are informed, engaged and connected to the partnership.
- Develop an effective relationship engagement matrix for each Partner to ensure key stakeholder are engaged, connected and new relationships developed.
- Coordinate internal colleagues to ensure communications and content is efficiently shared with Partner channels and stakeholders.

4. Expanding & Strengthening Partnerships

- Work collaboratively alongside the Partners to uncover additional needs and objectives which will further deepen, expand and strengthen relationships.
- Work alongside internal stakeholders to identify new products and program opportunities or enhancements to drive incremental revenue, value and deepen the connections with Partners.
- Identify, facilitate and report on business-to-business opportunities to drive mutual relationships, commercial opportunities and shared learnings between Partners and stakeholders

5. Renewal & Growth

- Ensure Partner needs are met or exceeded leading to advocacy, revenue growth and renewal.
- Develop deep insights on Partners, including industry intelligence and insights, to ensure that the Partnership and activations are aligned to current and future needs.
- Prepare and present formal and informal partnership reports and presentations, and implement retention and growth strategies in conjunction with Commercial Partnerships Manager and other stakeholders as necessary.
- Work with internal and external stakeholders to ensure that Partners have all necessary information, intelligence, research, reports and outcomes to strengthen and support renewal.



SKILLS, EXPERIENCE & QUALIFICATIONS

1. At least five years' relevant experience within the corporate/enterprise space in a client facing account management role.
2. Demonstrated ability to meet deadlines, manage budgets, and work both as part of a team and autonomously.
3. A proven understanding of managing business relationships and navigating through complex stakeholders at all levels.
4. Strong financial management and negotiation skills.
5. Demonstrated ability to create business development opportunities.

PERSONAL ATTRIBUTES

1. Strong negotiation, interpersonal and relationship management skills.
2. Highly motivated and self-driven towards delivering exceptional client service.
3. Highly organised, excellent attention to detail and be a strategic commercial and analytical thinker.

Flexibility is something we value and recognise that this will mean different things for different people. If this is important to you please raise this with us.

Contact: For any further information or if you have any queries please contact the Commercial Partnership Manager on (03) 9426 4000.

Applications: To apply for this position please forward a cover letter and resume to employment@richmondfc.com.au by 5pm, Monday 23rd October 2017.

This role will be subject to relevant pre-employment checks including a current Victorian Working with Children check.