



- COLLINGWOOD FOOTBALL CLUB -

JOB OPPORTUNITY

Collingwood Football Club is embarking on a new chapter and is looking for the right professionals to shape the club's next 125 years. Now with six elite sporting teams under the one roof at the Holden Centre, the club is reimagining its future.

While always committed to challenging and innovating in the pursuit of excellence as a high performance organisation, Collingwood also prides itself on being a leader in the community. This is your opportunity to be part of the changing landscape of Australian sport in the heart of Melbourne's Olympic Park.

Commercial Development Manager

Collingwood Football Club is seeking to appoint a talented and hard-working new member of staff to our commercial team, with responsibility for creatively securing new revenue opportunities across our AFL, AFLW and Super Netball programs.

Reporting to the Head of Commercial Partnerships, you will be a key member of the new business team and accountable for utilising the enviable suite of assets at your disposal to generate commercial opportunities, identify prospective category and partner targets and develop sophisticated, evidence-based collateral and proposals to support the club's value propositions.

The successful applicant will support the club's commercial plan, and the overall strategic plan, through delivering agreed annual new business targets, including specific revenue from digital sales. One of your main objectives will be to execute a structured new business prospecting process to create a qualified target pool.

Other responsibilities include;

- Manage a selection of key partnership accounts, delivering outstanding service in terms of inventory delivery to major club sponsors
- Achieve agreed sponsor satisfaction ratings across major accounts
- Execute best practice measurement and research program to validate our value proposition
- Lead club CRM program for partner inventory management and new business development
- Support development of 'new streams' plan identifying new club revenue channels
- Research, analyse and understand the needs of organisations to identify and develop the best approach to converting these organisations to become clients
- Proactive prospecting, development of sales strategies, pitching and ultimately securing new commercial partnerships
- Strengthen key business relationships and leveraging networks to create commercial opportunities for the club

Collingwood is looking for an established professional with ability to develop and foster strong relationships with both internal and external stakeholders. They will be resilient, motivated and have a great aptitude for generating new ideas and creative solutions.

In return, we offer a highly competitive remuneration package and benefits, state of the art facilities and a strong and vibrant work culture.

If this sounds like you and you have a tertiary qualification in Business, Marketing, or similar, with a minimum of 5 years' experience in a sales or business development role, then please send through a detailed CV and covering letter to careers@collingwoodfc.com.au. Applications close **Monday 25 March 2019**.

