

COMMERCIAL DEVELOPMENT MANAGER



- > **Fantastic opportunity to grow your career**
- > **Demonstrate your ability to sell & acquire new clients**
- > **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 Selfless, Humble, Bold, Relentless, Open and Honest.

We are seeking a highly talented and professional Commercial Development Manager to join our team. With a primary focus on new sponsorship and digital campaign sales, you will look to achieve ambitious results through identifying, developing and optimising long term partnerships with new markets and business groups to sell Hawthorn commercial products

Reporting to the General Manager - Commercial Partnerships & Sales, responsibilities of the role include:

- Business Development with a strategic focus targeting new markets and business groups
- Maintain and strengthen existing relationships with key accounts and stakeholders
- Collaborating with Corporate Sales Manager to develop and build the sales pipeline for new business prospects
- Implement tactical and innovative sponsor and sales plans, including a digital asset sales strategy in collaboration with the Digital Media Manager
- Identify and engage prospective leads within Hawthorn Business Group
- Undertake strategic negotiation to achieve profitable commercial relationships
- Develop proposals and supporting collateral
- Conducting commercial research to support Sales and Partnerships teams to align and optimize revenue activities across the club
- Lead and develop the skills and performance of 1 direct report across effective planning, sales negotiation and optimal client service

About You

As an experienced business development/corporate sales professional with qualifications in Marketing, Business or Sports Management, you have capacity to forward thinking, you will have superior communication skills and will be comfortable leveraging your existing network to drive opportunities but also use your well-honed client relationship skills to develop potential leads.

You will be results driven with a proven track record of exceeding sales KPI's. With an extensive business network and the ability to lead a small team, you will also be a proactive member in supporting cross-departmental activities demonstrating sound professional judgement and time management skills.

This role will require some weekend work and interstate travel.

For the right candidate, we offer a competitive salary package in addition to a holistic benefits program including professional development opportunities, free parking, gym and pool access, gifted annual leave and regular team and social activities.