



Commercial Partnerships Executive

“Are you an ambitious and enthusiastic individual who enjoys the challenge of acquiring and servicing a broad range of clients? Do you want to be part of the success of an AFL Club located in Australia’s fastest growing region?”

The opportunity has arisen for an enthusiastic Commercial Partnerships Executive to join the Western Bulldogs Football Club. We are one of the 18 clubs of the Australian Football League (AFL) and situated in the fastest growing region of Australia.

The role of Commercial Partnerships Executive provides a high level of service to existing Club sponsors and takes an active role in finding new partners. Candidates with strong digital marketing backgrounds are encouraged as we look for innovative ways to leverage our partnerships across digital platforms.

Some key responsibilities of this role are:

Manage a portfolio of Commercial Partnerships:

- Build and maintain exceptional relationships with commercial partner accounts;
- Deliver high level account administration from end-to-end including day-to-day contact, partnership planning, execution and reporting;
- Lead partnership renewal and extension processes of partner accounts;
- Work collaboratively with all divisions of the Club to ensure the delivery partnership outcomes;
- Attend all home matches and Club events to ensure partners needs are met.

Support the success of the Business Development department through developing digital marketing capabilities:

- Maintain and optimise the digital marketing schedule, rate card and spec sheet for the Commercial Partnerships team;
- Identify opportunities to leverage partnerships and generate new revenue across the digital landscape.

Achieve Team Revenue Budget:

- Contribute to the revenue growth of the Business Development department;
- Identify and attract incremental revenue from within existing partnerships.

The successful candidate will have a formal qualification in Marketing/Sports Management, Commerce or similar and at least 2 years’ experience in digital marketing or relationship management roles. We are looking for a digitally savvy person who is passionate about client services and commercially switched on.

If you are interested in working in a challenging yet extremely satisfying position, please email your resume and a cover letter outlining your key attributes to our People department (hr@westernbulldogs.com.au) by 5pm Friday 14th December 2018.

A three (3) month probationary period applies to this position. References are to be provided at interview. Please note that due to the high level of interest only those applicants short listed will be contacted.