

CORPORATE PARTNERSHIPS ACCOUNT MANAGER

Our Club values are the strong beliefs and consistent behaviours of people in our organisation. They describe the way in which directors, staff and players of the Club behave, interact & work together and determine the culture of the Club. Our values are held in high regard and protected by every member on the on-field and off-field team.

Respectful	<i>All people are treated with respect regardless of their background or position.</i>
Precision	<i>We expect excellence in everything that we do and are accountable for maintaining a high performance environment.</i>
Adventurous	<i>We enjoy facing our industry's challenges and embrace progress with open arms.</i>
Conviction	<i>Everyone involved with the Club is fully committed and gives 100 percent effort.</i>
United	<i>We are selfless, we support and care for each other and we collaborate across our Club.</i>
Commercial & considered	<i>We drive for good commercial outcomes but always take the needs of our stakeholders into account.</i>
Integrity	<i>We uphold high standards of behaviour have deep respect for honesty and always work within the rules.</i>

Our mission is to be the greatest team of all: a club people can be proud of because of how we play the game, live our values, conduct business and engage with the community.

Section	Description
Title	Corporate Partnerships Account Manager
Reports to	Corporate Partnerships Manager
Division	Commercial Operations
Term	Full Time
Direct Reports	None
Core purpose	To be an experienced partnership and sales executive by demonstrating an ability to manage work flow, reach team sales targets and delivery of all commercial operations assets to new and existing sponsors, advertisers, hospitality partners and function clients.
Responsibilities and duties	<p><u>2 Key Performance Areas</u></p> <ul style="list-style-type: none">▪ Sales Planning & Execution▪ Corporate Partnership Account Management <hr/> <ul style="list-style-type: none">▪ <u>Sales Planning & Execution</u> <p>To work closely with the Partnership & Sales team to</p> <ul style="list-style-type: none">▪ Develop a strong working knowledge of the budget so as to assist the team in achieving sponsorship, advertising, corporate hospitality and function targets.

	<ul style="list-style-type: none"> ▪ Build a solid working knowledge and understanding of Club & Stadium commercial assets ▪ Develop strong working relationships with Internal stakeholders to Corporate Sales, Events, Membership and Food & Beverage ▪ Develop a sound understanding and relationship with Club providers and suppliers within the scope of the functions department ▪ Assist with developing sales strategies that will identify growth opportunities for all commercial assets, across match day hospitality and function sales. ▪ Identifies, qualifies and solicits new function opportunities to achieve personal and business revenue targets ▪ Where requested, provide sales assistance to corporate hospitality team ▪ Conduct site inspections for functions sales ▪ Work closely with the Function Sales Coordinators to secure sales, manage client relationship and ensure end to end fulfilment for the client. ▪ Establish and deliver effective communication and processes and attend sales and banquet meetings where required ▪ <u>Corporate Partnership Account Management</u> <ul style="list-style-type: none"> ▪ Manage a small portfolio of Corporate Partners delivering on the contracted entitlements which will lead to measurable client satisfaction and increased retention rates ▪ Develop partnership proposals, demonstrate ability to present to potential clients and existing corporate partners ▪ Generate commercial reports with the Partnership & Sales Team ▪ Demonstrate an ability to work with multiple Corporate Partners and manage expectations for each investor group. ▪ Work closely with the Partnership and Sales team in developing strong customer service and trusting business relationships ▪ Relationship Management – Develop and maintain strong relationships with internal and external stakeholders that will support Corporate Partners investments. ▪ For allocated Partnership Accounts (either Sponsors, Advertisers or hospitality clients) the role will ensure contractual entitlements are managed and delivered, (ie. ticketing, design work, match day activations, promotions roll out) ▪ Facilitating the delivery of contracted social media, communications and marketing between the Corporate Partner and the Cats Media team ▪ Hosting – comfortably and professionally assist in hosting Corporate functions or Club events with the Partnerships & Sales Team ▪ Exhibit and uphold Geelong Cats core Values and a commitment to policies, procedures and guidelines ▪ Perform other duties as assigned or required
Skills and attributes	<ul style="list-style-type: none"> ▪ Tertiary qualifications in marketing, business, sports management or related field ▪ Proven experience in sales, customer service and customer retention ▪ Minimum 2 years sales experience in the sporting, hospitality and entertainment industry or similar ▪ Experience in managing budgets ▪ Demonstrated experience working independently and within a team to achieve KPI's ▪ Excellent written, oral and administrative skills

	<ul style="list-style-type: none"> ▪ Well-developed people skills including the ability to develop and foster relationships with a wide range of clients and service providers. ▪ Strong leadership and people management skills ▪ Polished presentation and professionalism. ▪ The ability to manage own workload and work unsupervised, including being proactive in seeking opportunities and areas of improvement. ▪ Excellent time management and prioritization skills ▪ IT and computer based programs savvy (Microsoft Office suite, ResPAK, Aptify, Deputy)
Appraisal(s)	<ul style="list-style-type: none"> ▪ 6 monthly performance reviews conducted by your Manager
Other	<ul style="list-style-type: none"> ▪ Current drivers licence ▪ Available to work on match days and at other events as required ▪ Current Victorian Working with Children Check ▪ Current RSA

