



Position Description

Position Title:

Corporate Development Executive

Key Objective of the Position:

The position of Corporate Development Executive will assist the NMFC Commercial team in driving strategic revenue creation opportunities in corporate hospitality, events and sponsorship.

Key Relationships:

Reports To:

- Corporate Development, Events & Fundraising Manager

Instructions from:

- Corporate Development, Events & Fundraising Manager
- Commercial & Strategy Manager

Direct Reports:

- None

Internal Relationships:

- Commercial team
- Marketing team
- Events team
- Fundraising team
- Membership team
- Finance and Administration Department
- Other business lines as required

External Relationships:

- Corporate Hospitality clients
- Coterie group members
- Corporate Partners
- AFL Commercial Department
- Other Clubs
- External consultants and agencies

Position Profile:

Responsibility	Measure
Corporate Hospitality Sales	<ul style="list-style-type: none"> • Implementation of business development strategies to acquire new clients across all industry segments • Build and maintain relationships with an extensive network of corporate clients aimed at increasing revenue across sponsorship, corporate hospitality, fundraising and membership • Work with the marketing team to develop marketing collateral and other ad hoc marketing materials as required • Overall achievement of annual revenue targets • Assisting the Events Manager with innovation in new product development to diversify NMFC's product offers, in line with industry trends • Responsibility for managing and updating the corporate website ensuring information is accurate and relevant • Work collaboratively with our coteries to ensure a cross-departmental approach to sales is being implemented, with a high focus on tracking engagement and sharing knowledge.
CRM Database Development and Management	<ul style="list-style-type: none"> • Ensure data is gathered through all customer interactions with the club and is added to the NMFC <i>Aptify</i> database • Improve and maintain database integrity by ensuring key benchmarks are met that relate to specific data fields captured • Ensure all demographic and socio demographic information is accurately captured for all NMFC corporate sales clients in accordance with best practice developed by the Consumer team
Outbound Sales	<ul style="list-style-type: none"> • Grow the number of corporate hospitality clients across all events including but not limited to Corporate Suites, Chairman's Club, Grand Final Breakfast and Syd Barker Medal. Ensure revenue targets are reached for all corporate events.
North Network	<ul style="list-style-type: none"> • Manage and grow the North Business Network with a strong focus on new businesses within this space • Ensure collaboration with existing corporate partners to produce valuable B2B opportunities • Service business network and oversee administration and delivery of all assets within the package • Work with Event Executive on event themes, content, venues and delivery

Position Profile:	
Responsibility	Measure
Business Development / Fundraising	<ul style="list-style-type: none"> • Work with Commercial & Strategy Manager to seek new business and sponsorship opportunities across all teams • Prepare proposals and pitch documents and deliver to prospective clients • Assist in the coordination, delivery and management of the overarching club fundraising program, including budgeting and reporting
Finance	<ul style="list-style-type: none"> • Assist with the management of budget requirements for the Business Development and Strategy team • Develop sales analysis planning and reporting aimed at maximizing profitability
Club Functions	<ul style="list-style-type: none"> • Attend club functions (match day and non-match day) when required • Able to travel interstate (when required)

Key Competencies, Skills & Qualifications:	
Competency / Skill / Qualification	Specifics
Business Acumen	<ul style="list-style-type: none"> • Ability to network and curate a personal database of key clients • Outbound sales experience (phone & face to face) • Strong understanding of CRM applications including Aptify • Demonstrate ability to forecast future business • Thorough understanding of the corporate client sector • Ability to work across the organisation with a customer focused approach • Degree or equivalent work experience in sales • Minimum five years' experience in customer focused or outbound sales role
Personality Traits	<ul style="list-style-type: none"> • Hard worker and a positive can-do attitude • Ability to work autonomously and within a team • Excellent interpersonal and communication skills • Great phone manner & the ability to sell • Innovative and creative thinker • Confident to make cold calls • Results and process driven • Capable of working a wide array of hours with a varying time schedule to suit the seasonal priorities of the football industry • Ability to work in a fast-paced environment while juggling multiple priorities • A strong personal brand, including displaying well developed personal values, integrity and a commitment to professionalism and accountability.
People Management	<ul style="list-style-type: none"> • Capable to work with stakeholders throughout NMFC

Key Competencies, Skills & Qualifications:

Competency / Skill / Qualification	Specifics
	<ul style="list-style-type: none">• Proven experience working in a team
Information Technology	<ul style="list-style-type: none">• Experience using CRM systems• MS Outlook, MS Word, MS PowerPoint and MS Excel• Basic HTML coding skills• Basic Adobe skills