

POSITION DESCRIPTION

POSITION:	Commercial Manager Northland Rugby Union
REPORTS TO:	CEO
OFFERED TO:	
ACCEPTED	_____
DATE	_____

1. PRINCIPLE PURPOSE

To market the Northland Rugby Union to all appropriate markets in such a way as to maximise income and continuously improve the public profile of the Union.

2. DIMENSIONS

Total Staff: 1
Annual Expenditure Budget: As approved by the CEO

3. FUNCTIONAL RELATIONSHIPS

Internal

The Chief Executive Officer, the Chairman and Board, the Financial Manager and other NRU personnel

External

Sponsors, the Media, NZRU, Super 14 Unions, G9 Commercial Managers, Constituent clubs, affiliated organisations, local and national corporates and local government.

The Commercial Manager is an integral part of the NRU team and is expected to develop a sound knowledge of the Union's goals and objectives, and to contribute to the achievement of these to the best of his or her ability.

4. PRINCIPLE ACCOUNTABILITIES

Financial responsibilities

- Preparation of an annual Commercial Plan and Budget prior to November Board meeting each year;
- Preparation of a three year Commercial Plan and Budget, with the strategies outlined to achieve the goals, which will be included in the Strategic Plan;
- Constantly review and monitor ALL sponsorship agreements, ensuring the net return is appropriate to assist with underwriting the Professional arm of the NRU;
- Authority to implement all Commercial strategies within the agreed budgets.

Staff responsibilities

- To supervise and oversee the Commercial Assistant and all part-time Marketing, Sales or PR staff that may be employed;
- To ensure that all contracted parties (marketing, ticketing, apparel sponsor and match day - security) fulfill their obligations as per contracts held with the NRU;
- Produce written reports (including spreadsheet of sponsors, highlighting gross and net returns) to the CEO seven days prior to all Board Meetings.

KEY RESULT AREAS

Sponsorship

Maximise capital inflow to the organisation by:

- Identifying sponsorship opportunities for the NRU and affiliated organisations;
- Developing sponsorship proposals for presentation to potential and existing sponsors;
- Negotiating with potential and existing sponsors;
- Preparing sponsorship agreement and contracts for signature;
- Servicing sponsorship agreements to add value to both parties, and in particular encouraging the sponsoring partner to maximise its leverage spend;
- Managing a co-ordinated approach in line with NRU direction for the leverage spent of the various sponsoring partners.

Promotion and Research

To maximise the number of people playing and supporting the game at all levels by promoting the game of rugby in a positive light by:

- Assisting all business units of the NRU to promote the game in every way;
- Designing and implementing market research that provide accurate information on the attitudes of all stakeholders in rugby that will assist the NRU in making informed management decisions;
- Developing and producing promotional resources for various aspects of the business;
- Co-ordinate NRU player appearances to maximise Brand exposure in the market.

Media

Maximise the return on the Union's advertising investment by:

- Liaising closely with the Chief Executive Officer to develop and co-ordinate the NRU communication and publicity plan using a range of appropriate media;
- Developing and co-ordinating the NRU advertising strategies in conjunction with actual rugby fixture or fixtures.

Event Management

To ensure the effective management of all match day entertainment by:

- Developing an event enhancement plan (Calendar of events) in line with current NRU policy;
- Co-ordinating all pre and post match entertainment to ensure it is run in conjunction with actual rugby fixture or fixtures.

Hospitality

Provide a top rate service to sponsors and VIP's by:

- Developing and co-ordinating all match day corporate hospitality provided by the NRU as part of any sponsorship package;
- Liaising with all other providers at NRU fixtures under NRU control;
- Liaising with all food and beverage providers at NRU controlled fixtures.

5. PERFORMANCE REVIEW

An Annual performance appraisal against principle accountabilities will be undertaken in December each year.

6. KNOWLEDGE AND EXPERIENCE

- Have a sales and marketing background – with appropriate skills and experience in client contact and interface;
- A good understanding and level of computer literacy (i.e.: Microsoft software packages);
- A tertiary qualification desirable – preferably in the area of business and/or marketing;
- Demonstrable experience in event management and sales;
- Be able to display sufficient organizational skills to assist and implement a range of different processes across various sectors;
- Be comfortable with and able to implement sound sales/marketing systems and processes;
- Ability to efficiently manage budgets;
- Ability to meet strict reporting and organizational deadlines and work in pressure situations.

7. CONTACTS

a. Internal

- All NRU staff
- NRU Sub Unions
- NRU Affiliates
- Northland Rugby Clubs

b. External

- Current Northland Rugby Sponsors
- Commercial entities (Regional/National)
- New Zealand Rugby Football Union
- Other Provincial Unions
- Regional Sports Trusts
- Regional/National Funding Trusts
- Media