



# Collingwood Football Club

## Job Description

**Position Title/Department** Business Development Manager

**Reporting Manager** GM Commercial Partnerships & Sales

### Position Objective

To utilise the enviable suite of assets at your disposal to generate commercial opportunities, identify prospective category and partner targets and develop sophisticated, evidence-based collateral and proposals to support the club's value propositions.

The position's key responsibility is to secure new revenue opportunities across our AFL, AFLW and Super Netball programs.

### Responsibilities

- Support the club's commercial plan, and the overall strategic plan, through delivering agreed annual new business targets, including specific revenue from digital sales
- Execute structured new business prospecting process to create deep, qualified target pool
- Create impactful sponsorship proposals and collateral
- Achieve agreed sponsor satisfaction ratings across major accounts
- Execute best practice measurement and research program to validate our value proposition
- Lead club CRM program for partner inventory management and new business development
- Support development of 'new streams' plan identifying new club revenue channels
- Lead and run all club related research programs from third party entities that provide the opportunity to covert prospects into sales
- Research, analyse and understand the needs of organisations to identify and develop the best approach to converting these organisations to become clients
- Proactive prospecting, development of sales strategies, pitching and ultimately securing new commercial partnerships
- Strengthening key business relationships and leveraging networks to create commercial opportunities for the club
- Educate the wider community at large that the Collingwood Football Club has access to a vast array of corporate hospitality and Commercial Partnership options at a range of sports and entertainment events throughout the entire year.

### Skills & Knowledge

- A commitment to uphold a strong, positive community identity for the club
- Strong commercial acumen and have the ability to construct and deliver influential marketing presentations
- A combination of strategic insight and flair for developing new business complimented by solid experience in an account management capacity, preferably within a professional sporting landscape
- A self-starter with a passion and drive to foster and build strong relationships to develop and maintain ongoing business
- Ability to manage multiple projects with high attention to detail
- Outstanding written and verbal communication skills including negotiation and conflict resolution skills
- Capable of working a wide array of hours with a varying time schedule to suit the seasonal priorities of the football industry
- Strong understanding of CRM systems and their role within a sales capacity

### Values & Behaviours

Is aware and will continue to strive and behave according to Collingwood Football Club's values – ***Do Better, Side by Side, A Nest For All, Fly Higher***

**DO BETTER** - I commit to take deliberate actions to address racism when I see it. At Collingwood we acknowledge the rights of the first peoples of Australia and that racism has no place in society.

**SIDE BY SIDE** – I commit my best to a high performing team. At Collingwood we celebrate the wins and stick together through times of adversity.

**A NEST FOR ALL** – I champion and respect, diversity and inclusion to make others feel part of the Black and White. At Collingwood we look out for each other, and those in need, as part of our commitment to provide a safe and welcoming club for all.

**FLY HIGHER** – I make the most of my opportunities to drive excellence for myself and the team. At Collingwood we strive for success

### Experience/Qualifications

- Relevant tertiary qualification in Business, Marketing, Sports Management or the equivalent discipline
- Minimum 5 years' experience in a related sales/business development role
- Proven account management & relationship building experience
- Established industry network of corporate contacts