



Western Region Football League (WRFL)

POSITION DESCRIPTION

Commercial Manager

February 2020

Position overview

The Western Region Football League (WRFL) has developed a position of considerable standing in the delivery of community sport. Each season the league conducts in excess of 2,500 matches involving 300+ teams, over 350 umpires and more than 8,000 registered players. At the WRFL, we possess an appetite and energy to be bold, fresh and fiercely 'can do', and are driven to enhance our community through the growth of our great Australian game.

The Commercial Manager maintains key relationships with existing league partners and suppliers, as well playing a pivotal role in the acquisition of new commercial business. In addition, the Commercial Manager plays a key role in overseeing the assets that provide value to both existing and prospective partners, and subsequently seeks to develop and improve these assets for the long-term benefit of the association. The role requires an energetic individual with an ability to establish, maintain and leverage strong collaborative working relationships with an array of key stakeholders. This is a full-time position.

Key relationships

Reports to:

- WRFL Chief Executive Officer.

Key relationships:

- WRFL Partners and Suppliers;
- WRFL Staff;
- Club Officials and Volunteers.

Primary objectives

- Manage existing league commercial and community partnerships, providing exemplary customer service leading to significant retention of partners and suppliers year-on-year;
- Assist in driving the growth of new commercial partnerships and in turn revenue for the WRFL;
- Meet financial targets as set by the WRFL CEO;



- Design, tailor and package quality sponsorship proposals and presentations, and manage the contractual process;
- Identify the WRFL's commercial assets, ascribing value to those assets, and seek to improve upon those assets and in turn increase their commercial value;
- Identify and develop potential new assets to further bolster the WRFL's value proposition;
- Develop and diversify the income streams of the WRFL, including identifying and developing grant and other revenue opportunities;
- Identify and seek funding opportunities to assist in the development of specific initiatives to the WRFL, including funding for the growth of female sport, club education opportunities, club cultural programs etc;
- Bring a commercial focus and seek commercial opportunity in the standard operating practices of the business;
- Provide marketing support for operational initiatives of the business, including (but not limited to) themed rounds, special events and other initiatives on the WRFL's annual calendar;
- Identify and execute measures to enhance the level of support provided to the WRFL's partners and suppliers from the WRFL's clubs.

Primary roles & responsibilities

- Develop and maintain strong relationships with all partners and suppliers, member clubs and other key stakeholders;
- Drive database development and diversify the league's database to enhance its value to both existing and potential partners and suppliers;
- Develop and maintain marketing and sponsorship materials to assist in the articulation and representation of the WRFL, its purpose and its respective assets and various communication platforms;
- Develop from start to finish all formal partnership agreements;
- Research and utilise new technologies, and enact best practice initiatives to consistently improve the assets and various communication platforms of the WRFL;
- Maintain a comprehensive sponsorship matrix identifying league commitments to partners and suppliers, and liaise with the relevant parties (namely office team and clubs) to ensure efficient delivery on these commitments;
- Deliver partnership activations aimed at delivering a positive return on investment for partners and suppliers, and meet with all partners and suppliers on a regular basis to ensure full and complete delivery of all elements of their respective partnership agreements;
- Introduce and develop efficient reporting processes to provide the CEO and Board an up-to-date view of current commercial performance at any given time;
- Work in collaboration with the Media and Communications Manager to maximise opportunities for partners and suppliers alike;
- Attend significant league match-day activities (particular focus on Interleague and finals series) to ensure representation of the WRFL and where relevant, partner participation;



- Assist with organisation of all events relating to the WRFL where partners and suppliers are invited to participate;
- Assist the development of all business strategies as directed by the CEO;
- Contribute to a positive culture within the WRFL.

Key selection criteria

Mandatory

- Highly developed verbal and written communication skills;
- Demonstrated attention to detail and an ability to meet strict and recurring deadlines;
- Demonstrated ability to build dynamic and enduring relationships;
- Highly developed interpersonal and negotiation skills and a capacity to influence others;
- Demonstrated personal initiative and ability to work effectively in a team environment;
- Developed IT skills, particularly across the Microsoft Office suite;
- Current Victorian Drivers Licence;
- Valid Working With Children Check;
- A preparedness to work extended hours, including weekends during periods when matches are fixtured.

Desirable

- Experience in commercial management/business development within a professional sporting context;
- An understanding of club environments;
- Relevant tertiary qualification(s) (Marketing, Commerce, Sports Management etc.);
- A sound understanding of digital media, including social media.

Remuneration

- A competitive salary package will be negotiated with the successful applicant commensurate with skills and experience.

NOTE: This position description is not intended to be all-inclusive. The employee may perform other related duties as negotiated to meet the ongoing needs of the organisation.