

TITLE OF POSITION:	Commercial Partnership Manager
POSITION TYPE:	Permanent, Full Time Employee
TEAM:	Support Services
REPORTS TO:	GM Commercial
LOCATION:	Auckland
DATE ESTABLISHED:	updated May 2018

AIM OF NEW ZEALAND CRICKET
<p>Cricket will be a game for all New Zealanders; a game without barriers – a game that can be played anywhere, by anyone. Whatever the individual circumstances, Kiwis will be given every reason to celebrate and engage with cricket as their game, for life.</p> <p>A High Performance culture, underpinned by quality people, systems and facilities will produce winning BLACKCAPS and WHITE FERNS that inspire the nation and represent the best of New Zealand's values and culture. Cricket will be one family, built on a sustainable financial model, and with a quality and consistency of governance that nurtures the game at Community level and provides pathways towards success on the international stage.</p> <p>NZC will take a global approach and perspective to all our activities for the betterment of the game in New Zealand. With around seventy employees plus a number of seasonal contractors, we're based across the Lincoln High Performance Centre in Christchurch and the Auckland Support Services Office. We're a passionate and enthusiastic team committed to living and breathing our core Values:</p> <ul style="list-style-type: none"> • Inclusivity • Respect • Tenacity • Optimism • Fun

PURPOSE OF THE POSITION
<ul style="list-style-type: none"> • Responsible for the relationship and growth of commercial revenue and value from new and existing partners that align with New Zealand Crickets purpose, brand and vision. • For clarity "partners" shall be defined as all external organisations wishing to provide funding to NZC, including local and overseas based commercial businesses, banks and other service providers, Sport NZ and all gaming funding organisations. • Work with NZC's official licencing partner to build on and grow NZC's licencing revenue • Provide support to the broader Commercial Team in a variety of other tasks and projects.

TASK DESCRIPTION (Prime Responsibilities)	
Key Task:	Expected Outcome:
Partner Relationship Management	<ul style="list-style-type: none"> • Assist the GM Commercial to manage effective relationships with all existing partners. • Act as NZC's first point of contact with partners. • Develop and drive the implementation of strategic relationship plans for partners with a view to improve and maintain long term partnerships. • Encourage potential new and existing partners to maximise their association with NZC through understanding their business needs and expectations • Encourage and promote partners to activate/leverage their partnership leading up to and during the home International Cricket season • Proactively deliver all contractual benefits per agreements. • Work with the Marketing team to identify new opportunities for partners to leverage both at match and away from match, • Work with the Events team to identify activation opportunities at match and ensure they run effectively. • Work with the Marketing & Communications and Events teams to ensure contractual requirements

TASK DESCRIPTION (Prime Responsibilities)	
Key Task:	Expected Outcome:
	<p>are fulfilled across all platforms and at events.</p> <ul style="list-style-type: none"> Assist the GM Commercial to manage relationships with official broadcasters, in particular the delivery of partner benefits and identifying and maximising opportunities e.g. cross promotions Undertake formal annual reviews with the partners. Take ownership for any business issues that may arise and work them through to a satisfactory conclusion. Assist the wider Commercial team in successful corporate hosting and events management Organise and deliver annual Partners Workshop Organise and deliver annual BLACKCAPS Commercial Window
Partnership Revenue Generation	<ul style="list-style-type: none"> Gain a thorough understanding of NZC partners' business to ensure the development of new revenue and value added opportunities Assist the GM Commercial to maximise NZC partner revenue opportunities via effective: <ul style="list-style-type: none"> Analysis of market research and networking Demonstration of return on investment for partnerships (financially and in terms of positive PR through brand association) Provision of naming rights Effective negotiation Development of partnership proposals for new and existing partners. Identification of marketing and campaign opportunities that are relevant to specific brands and allow them to leverage from their NZC partnership.
Licensee Management	<ul style="list-style-type: none"> In conjunction with the GM Commercial, identify opportunities to grow the range of NZC merchandise, and work with the GM Commercial and NZC's Marketing Team to create relevant proposals Maximise commercial value of the licencing programme including identifying opportunities with new and existing commercial partners Work closely with the Events and Marketing teams to ensure licenced merchandise is supported by NZC promotions and platforms
Health and Safety	<p>Comply with all workplace health and safety obligations by meeting the requirements of the Health and Safety at Work Act. This includes:</p> <ul style="list-style-type: none"> following all reasonable health and safety rules and instructions; taking reasonable care for your own health and safety at work and the health and safety of others; taking reasonable care that your acts (or omissions) do not adversely affect the health and safety of yourself or others; co-operating with any reasonable policy or procedure from NZC, including wearing any necessary personal protective equipment and clothing; reporting any potential or actual risks, injuries, work-related illnesses and incidents (including near misses) so NZC can investigate, and eliminate or minimise harm or risk of harm.

WORKING EXPERIENCE:	
	<ul style="list-style-type: none"> Experience of working within a sports environment essential Experience of working with event organisers and national sporting organisations useful Practical account management/activation experience Previous experience of working in a commercial/ client facing environment required (marketing/brand management)

SKILLS, KNOWLEDGE AND EXPERIENCE:	
Technical (job related) skills	<ul style="list-style-type: none"> Strong brand marketer with understanding of partner categories, business and the sports industry

SKILLS, KNOWLEDGE AND EXPERIENCE:	
	<ul style="list-style-type: none"> • Excellent understanding and management of partnership contracts • Excited by challenges and is motivated to find solutions that work for all parties. • Project management experience is advantageous with clear evidence of delivery within structured timescales. • Ability to adapt to change in a positive and effective manner. • Attention to detail essential. • Knowledge of the International and Domestic Cricket structure advantageous. • Excellent IT Skills, specifically Microsoft Word, Excel & PowerPoint.
Communication / Interpersonal skills	<ul style="list-style-type: none"> • Strong written and verbal communication skills • Ability to build and manage partner relationships both internally and externally.

QUALIFICATIONS
ESSENTIAL: <ul style="list-style-type: none"> • Must be legally entitled to work in New Zealand DESIRABLE: <ul style="list-style-type: none"> • Tertiary qualified in a marketing or other business discipline

PERSONAL ATTRIBUTES:
<ul style="list-style-type: none"> • Self-starter with positive and enthusiastic attitude • Shows initiative • Commitment to NZC brand, culture and values • Team player with strong cross functional skills • Passionate about sport and in particular cricket

Delegations of Authority	
Operational Expenditure	As per Delegated Authority Levels within NZC Board Manual and Delegated Cost Centre Managers list held by Finance
Authorisation to Hire	No
Authorised to sign Contracts	No

Responsible For:	
No. of Staff	1 – Commercial Coordinator (fixed term role)
Internal relationships	
External relationships	Existing and potential licensees

Signature of Job Holder

Job Description



Date signed