



Position Description

Job title: Sales Manager

Reporting to: Commercial Manager

Hours: Full time including outside office hours as required

Purpose of the position

Reporting to the Commercial Manager, the Sales Manager is responsible for managing and growing commercial relationships which generate value for Bay of Plenty Rugby. This will include sponsorships, memberships, ticketing, fundraising events, merchandise, and hospitality.

The success of this position will be measured by increased commercial revenue and value creation, excellent partnership satisfaction, and additional funding opportunities and partners being procured.

Key responsibilities & duties

Duties of the role	Approx. Time	Competencies sought (key tasks aligned to duties)	Must have experience or optional (can be trained)
Sponsorship – Sales & Account Management	40%	<ul style="list-style-type: none">property identification & understandingproperty developmentprospecting/ identifying target marketmatching companies to properties (prospect driven approach)proposal development, pitch, negotiation & agreementsdevelopment of leveraging plansregular feedback/ consultation with sponsorshigh standard in delivery for commercial partnerseffective and timely reviews	Must have experience



Duties of the role	Approx. Time	Competencies sought (key tasks aligned to duties)	Must have experience or optional (can be trained)
Membership Programme	20%	<ul style="list-style-type: none"> benefit development sales collateral prospecting cold calling advertising high standard in delivery for members effective and timely review of membership program 	Must have experience
Ticketing	10%	<ul style="list-style-type: none"> plan for logistics graphic development sales strategy & delivery system evaluation 	Optional
Fundraising Events	10%	<ul style="list-style-type: none"> planning budget development sales event management delivery and evaluation 	Optional
Merchandise	10%	<ul style="list-style-type: none"> development of strategy for sevens, event based and Steamers ranges manage sales channels 	Optional
Hospitality	10%	<ul style="list-style-type: none"> development of promotional materials prospecting & cold calling event management,, delivery and evaluation 	Optional

Person Specification

The ideal applicant will have;

- Previous experience managing commercial partners;
- hold relevant tertiary qualifications;
- be an experienced people person;
- have a reputation for being able to develop and maintain strong relationships;
- ability to work with a diverse range of stakeholders;
- Exemplary problem solving and issue resolutions skills; and
- Energetic, professional approach.

Commercial Manager

Signature _____ Date _____

CEO

Signature _____ Date _____