

POSITION DESCRIPTION



Position Title	Commercial Partnerships Coordinator
Business Unit	Commercial
Reports to	Senior Commercial Partnerships Manager
Position Type	1.0 FTE
Location	Auckland
Date	January 2023

New Zealand Rugby Commercial Overview

The vision for New Zealand Rugby is to Inspire and Unify. We do this by living the values of The Rugby Way, Te Ara Ranga Tira, which guides our game from Small Blacks to national teams.

The four pillars (Pou) of The Rugby Way are: Be Our Best (Te Pou Hiranga), Be Welcoming (Te Pou Maioha), Be Passionate (Te Pou Ihihi) & Play Fair (Te Pou Tika).

We strive for rugby teams in black that are unrivalled, a high performance system that produces the world's best talent, competitions that fans love, and a community game that is strong and cherished. We are committed to New Zealand rugby being financially secure, attracting top partners and contributing actively to the global game.

New Zealand Rugby employs more than one hundred staff who are based in its Wellington head office, Auckland or in a variety of rugby roles throughout New Zealand. Responsibilities include management of our national teams (including the All Blacks), administration of our national competitions, and participation in international competitions including Test matches, as well as assisting community rugby throughout the country. The organisation has direct relationships with its members, including all 26 Provincial Unions, Investec Super Rugby Teams, Commercial and other partners and stakeholders such as the New Zealand Government.

New Zealand Rugby Commercial is a small, dedicated team, based in our two main offices of Wellington and Auckland. We are legally separate to NZR but nonetheless are still integral and integrated to NZR and continue to be owned by and inextricably linked to our parent. We have a clear and focused mandate, to drive commercial and customer success for New Zealand Rugby.

Purpose

To support, maintain and enhance NZR's relationships with sponsors of all national teams and provide wider administration support to the Sponsorship Team by:

- Providing proactive support to the Sponsorship Team across a variety of tasks and projects,
- Account management of contractual deliverables,
- Adding value to sponsors communication and leverage programmes,
- Support with sponsorship renewals as required

Key Tasks

Commercial Partnership Portfolio Management

- Support account management of assigned relationships with commercial partners in a manner that ensures you are the first point of contact for them at NZR.
- Support influencing sponsor leverage to achieve the objectives of the sponsorship agreement, ensuring it is aligned to the NZR strategy and enhances the Teams in Black positioning (or respective commercial property sponsored) and perception in the market.
- Support the implementation of strategic relationship plans for sponsors with a view to improving and maintaining long term partnerships.
- Support the implementation of the Commercial Calendar and other sponsor promotions with the wider Commercial team.
- Gain a thorough understanding of NZR sponsors' businesses to ensure the development of new revenue and value added opportunities.
- Proactively support delivery of all contractual benefits per sponsorship agreements.
- Undertake formal quarterly and annual reviews with the sponsors.
- Ensure the Collective Agreement requirements for managing player legacy are met.

Other

- Preparation of presentations, partner reports, key communication documents as regularly required by the Sponsorship and Commercial team.
- Other project based support for the Sponsorship and Commercial team activities such as sponsor forums, corporate gifting etc.
- Provide any additional logistical/administrative support for specific commercial projects as required.

Working Relationships

- Work on a global timezone regularly with partners and the Senior Commercial Partnerships Manager.
- In conjunction with the Partnerships and Commercial team, maintain effective working relationships with our key stakeholders internally and externally.
- Contribute to the operational plans and budgets.
- In adherence with the CEA, foster and develop an effective relationship with the NZRPA, professional players and agents as required.
- Establish and maintain effective working relationships with staff, external agencies and relevant suppliers.

General

- Other tasks as required to meet team and organisational objectives.

Health & Safety (for self)

- Takes personal responsibility for keeping self free from harm.
- Follows safe working procedures.
- Reports incidents promptly.
- Reports hazards promptly and suggests appropriate remedies.
- Knows what to do in the event of an emergency.
- Co-operates in implementing rehabilitation plan.

Key Relationships

This position reports to:	Senior Commercial Partnerships Manager	
• Other areas/people that report to this position's immediate manager:		
• This job's direct reports are:	Nil	
External Relationships	Internal Relationships	
<ul style="list-style-type: none"> • Key Stakeholders • Sponsors • Fans • Franchises • Provincial Unions • RPA 	<ul style="list-style-type: none"> • NZR Staff • Professional Players • Team Management 	

Person Specification

Experience

- Proven success working within a commercial agency and/or marketing environment with a minimum of 3-5 years' experience
- Experience in sponsorship and/or account management
- Experience in event management/implementation
- Involvement with advertising and/or promotional activities
- Exposure to commercial and contract negotiations
- Exposure and experience in FMCG markets is advantageous

Educational and Professional Memberships

- Tertiary degree in Sports or Business Management preferred

Competencies

Behaviour	Everyone	People Leaders
Be Welcoming	<ul style="list-style-type: none"> • Respects and values others' styles, opinions, backgrounds and beliefs • Understands the motivations and situation of others 	<ul style="list-style-type: none"> • Stays connected to the team • Cultivates a team culture by advocating collaboration across teams • Actively seeks others' involvement

	<ul style="list-style-type: none"> • Promotes an inclusive culture welcoming all ages, genders, ethnicities, sexualities, religions or physical abilities 	
Be Our Best	<ul style="list-style-type: none"> • Seeks and acts upon feedback to improve performance • Recognises & develops own strengths and work-ons • Shares knowledge and skills • Respects and values the contribution of others • Identifies areas where a difference can be made and adds value • Works to gain trust and respect with all stakeholders • Responds positively to change • Is forward-thinking, always looking striving to improve and be the best • Consistently delivers on time • Puts their hand up when help is required or when it's required by others • Sees opportunities rather than barriers • Speaks up and challenges where there are issues, risk or inefficiencies 	<ul style="list-style-type: none"> • Ensures the right people are in the right job at the right time • Provides the tools needed for success • Invests in growing our people and supporting their holistic development • Sets attainable challenges & recognises and reinforces development efforts • Shares information and provides effective coaching • Takes the time to understand individual's strengths and where/how they can add value • Engages and utilises people from across NZR in the development and execution of business priorities • Looks long-term, to generate and encourage new ideas • Walks the talk • Ensures the wider team understand how what they do fits with NZR's vision and key strategic challenges • Prioritises the wider team's goals and intentions accordingly
Be Passionate	<ul style="list-style-type: none"> • Demonstrates a can do attitude, always open to opportunities • Pursues everything with energy and drive • Strives to achieve stretch goals • Always an ambassador for NZR and the game • Loves what we do – works here because it's fun and we connect with others • Is a team player, connects with people 	<ul style="list-style-type: none"> • Creates a highly engaged environment and culture • Encourages responsible risk taking where mistakes are owned and learned from • Encourages research and learning in relevant areas of rugby, sports and other business to understand future trends
Play Fair	<ul style="list-style-type: none"> • Is honest and constructive in discussions • Acts for the good of the game and respects its heritage, history and heroes • Is open, supportive and considerate • Actively listens, considers and takes on board other views 	<ul style="list-style-type: none"> • Ensures people know what is expected • Has the team's back • Trusts others to make good and timely decisions • Clearly and consistently communicates with all team members

	<ul style="list-style-type: none">• Behaves with integrity and is responsible for own behaviour• Looks after others and steps in if something is not right• Fronts when something goes wrong, owns the action and the consequence	
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Authorities / Dimensions of the Position

Employees - Nil

Budget - controls an expenditure budget as agreed with manager

Contractual - signs letters on behalf of the organisation within specified delegated authorities.

Manager Name: _____ Signature: _____ Date: _____

Employee Name: _____ Signature: _____ Date: _____