

Position Description



Position Title: Commercial Partnership Manager

Classification: Sport Management Level 3 (Refer to the TFA Certified Agreement, 2020-2024)

Reports To: GM Commercial

Introduction

Touch Football Australia Limited (TFA) is the governing body for the sport of Touch Football in Australia. TFA has a strategic alliance with the National Rugby League (NRL) through the Australian Rugby League Commission, hence the sport being known as NRL Touch Football.

Touch Football is a sport that is thrilling, enjoyable and accessible to all. TFA is responsible for the overall leadership, management, administration and development of Touch Football across the nation and has over 675,000 people participating annually.

TFA has four operating principles; we rip in, stick tight, take the high road and are forward focused. Operating with these principles, our core focus is to enhance the experience and grow the sport.

Location

Sydney or TBA

Primary Purpose of the Role

The Commercial Partnership Manager will work closely with the GM Commercial and is responsible for the servicing and fulfilment of contractual deliverables of TFA's commercial and event partners.

As TFA Commercial Partnership Manager you will lead the planning and implementation of partner leverage activity for all TFA partners, ensuring outstanding delivery of partner expectations and account deliverables.

The position will also play a key role in the development of new business and revenue opportunities and you will lead the connection of partner and community.



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Job Responsibilities

- » Manage a portfolio of TFA Commercial and Event partners
- » Lead the concept development and implementation of partnership leverage activity across multiple channels including events, digital, experiential, and others as required.
- » Work closely with the TFA commercial, communications and event teams to create and deliver commercial outputs as required.
- » Create and implement innovative strategies to connect our community to our partners.
- » Create and implement innovative strategies to increase the profile of our sport and its partners.
- » Support the communications team to develop engaging content for partners.
- » Manage reporting for commercial and event partner accounts and regularly review activities.
- » Work closely with the GM Commercial to ensure rights and benefits are executed, while providing regular updates and clarity on production lead-times and budget.
- » Track and report on commercial performance (inc. digital metrics, visitations etc).
- » Identify additional commercial revenue opportunities and grow a pipeline of prospective partners.
- » Drive efficient and effective marketing between the brand partner and TFA.
- » Develop proposals and pitch to prospects in collaboration with the GM Commercial
- » Attend meetings and respond to action items as required.
- » Attend various professional courses, workshops and/or meetings which will add to the development of skills of the position, as determined by TFA management.
- » Provide support and undertake responsibilities required by the organisation.

Key Relationships

- » Work closely with and under the direction of the GM Commercial and TFA Leadership team.
- » Work closely with TFA communications and events teams to deliver partner benefits.
- » Liaise closely with NRL commercial, marketing and media teams to deliver partner benefits.
- » Develop and maintain strong relationships with government partners.
- » Provide leadership to state locations in developing and maintaining localised partnerships.





- » Build and maintain strong working relationships with partners, suppliers, agencies and industry professionals.
- » Provide customer service to participants, affiliates, volunteers, and partners.

Key Selection Criteria

- » Proven experience in sponsorship, activation and management of key accounts, preferably in sport.
- » A superior communicator who thrives on developing networks and building relationships.
- » Excellent oral and written skills with confidence to prepare and deliver presentations and proposals.
- » Degree in sports management or marketing will be highly considered.
- » Ability to manage multiple projects while maintaining an exceptional eye for the detail.
- » Solutions oriented, creative and possess a strong work ethic.
- » Experience in working in a diverse team to achieve planned outcomes.
- » Demonstrated computer literacy and competence.
- » Demonstrated initiative and self-management with high problem-solving skills.
- » Capacity to work outside of normal working hours and undertake travel as required.
- » Current drivers' licence and access to personal vehicle.
- » Willing to work under the provisions associated with the Certified Agreement of TFA and abide by the policies of the organisation.

