



POSITION DESCRIPTION

COMMERCIAL & LICENSING EXECUTIVE

TITLE: Commercial & Licensing Executive

DEPARTMENT: Commercial

LOCATION: Thornbury, Victoria (preferred), Sydney or Brisbane

REPORTS TO: Chief Commercial Officer

EMPLOYMENT STATUS: Fixed Term Contract (6 months)

DIMENSIONS	
Number of reports (direct and indirect)	Nil
Budget responsibility:	TBC

Purpose of Role (Why does this role exist?)

A great opportunity for a commercially minded professional to play a varied and important role in Bowls Australia's growing commercial function. Reporting to the Chief Commercial Officer (CCO), the Commercial & Licensing Executive works across licensing, partner delivery, e-commerce and commercial operations, contributing to both the day-to-day running of key revenue streams and the longer-term growth of BA's commercial program. If you're someone who enjoys a broad remit, takes pride in the details and thrives in a collaborative sporting environment, this role is for you.

Key Areas of Responsibility (Over what areas does this role have responsibility and accountability?)

- Manage and evolve the National Merchandising Program (NMP) in line with the NMP Roadmap, liaising with licensed manufacturers, suppliers and retailers
- Manage the key apparel licensee relationship with TGI/Puma, including athlete apparel, all BA apparel requirements and the online merchandise store
- Support partner delivery including activations, entitlements management and ensuring all relevant BA staff are briefed on deal obligations

- Own and manage the Commercial CRM system, including accurate maintenance of partner and prospect data and acquittal of rights when servicing partners
- Coordinate and deliver the trade display at the Australian Open in partnership with licensees and commercial partners
- Provide administrative support for government funding applications and grant administration
- Monitor and audit licensing compliance across the NMP and broader commercial program
- Support the CCO on commercial industry research and data
- Internal coordination across BA departments on licensing, compliance and commercial matters
- Champion a commercially focused culture across BA, supporting internal departments to identify and maximise commercial opportunities

Key Outcomes (What will this role achieve? What are the measures of success?)

1. NMP Roadmap implemented with revenue growth and improved compliance outcomes.
2. TGI/Puma relationship managed effectively, with apparel and online store performing well.
3. CRM system maintained accurately with all partner data, entitlements and acquittals up to date.
4. Australian Open trade display delivered successfully and on budget.
5. Licensing compliance monitored and audited with issues identified and resolved promptly.
6. Government funding applications submitted accurately and on time.

Knowledge, skills and behaviours required (Competency)

- Commercial acumen, ideally in the sporting or licensing sector.
- Minimum 3 years' experience in licensing, sports apparel, partnerships or commercial operations within sport or related industries.
- Tertiary qualifications in Business, Commerce or Marketing, or equivalent industry experience.
- High-level communication skills - both verbal and written.
- Strong attention to detail and ability to manage multiple priorities effectively.
- Experience with or understanding of CRM systems and e-commerce platforms.
- Proven relationship building and stakeholder management skills.
- Strong ethics and ability to represent Bowls Australia and its brand authentically.

Major interactions (e.g. with departments, with external bodies)

- Chief Commercial Officer
- Commercial Partnerships Manager
- Licensed Manufacturers and Suppliers (including TGI/Puma)
- General Manager - Promotions and Communications

- General Manager - Bowls Operations
- BA internal departments
- State and Territory Associations
- Local and State Government bodies
- Legal advisors
- Sport, Commercial and Entertainment Agencies

Unique Criteria (e.g. unique work hours, significant travel, significant periods of work remote from office)

- Travel to meet licensees, suppliers and partners as required.
- Travel to national events (including the Australian Open) as required.
- After hours work may be required.

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