POSITION DESCRIPTION

PARTNERSHIPS MANAGER

TITLE: Partnerships Manager

DEPARTMENT: Commercial

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

REPORTS TO: Chief Commercial Officer (CCO)

EMPLOYMENT STATUS: Full Time

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

Purpose of Role (Why does this role exist?)

Bowls Australia is building a high-performing commercial function, and this role sits at the centre of it. Reporting directly to the CCO, the Partnerships Manager is responsible for growing BA's partnership and commercial revenue across a national suite of assets including events, digital, broadcast, hospitality, national teams, club network and participation programs - prospecting and pitching to new partners, nurturing and growing existing relationships, and delivering outstanding partner experiences at our flagship events, the Bowls Premier League and Australian Open. A rare opportunity to build something meaningful in Australian sport with real scope to grow alongside the program.

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

- Lead partnership prospecting and new business development in line with BA’s partnerships growth targets
- Manage and service the full portfolio of existing commercial partners, ensuring all contractual obligations and entitlements are delivered to a high standard
- Develop and pitch compelling partnership proposals to prospective partners
- Negotiate and close partnership contracts

- Upsell and renew existing partner relationships to maximise retention and revenue growth
- Package and sell digital ad inventory within partner contracts
- Liaise with Broadcast Operations team(s) on all partner integrations
- Lead partner post-event reporting and performance evaluation
- Manage and deliver corporate hospitality at major events (BPL and Australian Open)
- Lead Local/State Government partner relationships in collaboration with the GM Bowls Operations and Events
- Contribute to emerging philanthropy and charity partner development
- Manage budgeting and expense responsibilities in line with BA policies and commercial function budget
- Support BA's licensing and merchandising program as required
- Champion a commercially focused partnership 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. Build and grow BA's commercial partnerships program in line with agreed revenue targets.
2. Strong partner pipeline developed and actively managed, with regular reporting to CCO.
3. High partner retention and satisfaction through excellent servicing and activation delivery.
4. Licensing and merchandising revenue protected, and program continuity maintained through proactive support and collaboration as required
5. Corporate hospitality delivered to a high standard at BPL and Australian Open events.
6. Post-event partner reports completed accurately and on time.
7. Government partner relationships maintained and developed in collaboration with GM Bowls Operations and Events.

Knowledge, skills and behaviours required (Competency)

- Proven track record of negotiating and delivering commercial partnerships and achieving revenue targets.
- Minimum 5 years' experience in partnership management, new business development and strategic prospecting, including cold outreach at a senior level.
- Tertiary qualifications in Business, Commerce or Marketing, or equivalent industry experience.
- Advanced understanding of the sports entertainment industry, including broadcast and digital media.
- Experience in corporate hospitality delivery at major sporting events.
- High level of presentation skills and ability to develop compelling commercial partnership proposals.
- Existing network of contacts in sport and the broader corporate and commercial sector.
- Advanced negotiation, communication and relationship-building 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
- Licensing and Partnerships Executive
- General Manager - Bowls Operations
- General Manager - Promotions and Communications
- BA internal departments including Senior Leadership Team
- Existing and potential commercial partners
- Promotions and Communications team (including broadcast/digital)
- Local and State Government bodies
- State and Territory Associations
- BPL Clubs
- Sport, Corporate and Commercial organisations, plus Entertainment Agencies

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

- Travel to meet potential and existing partners as required.
- Travel to national events (including Bowls Premier League and Australian Open) as required.
- After hours work may be required.

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