

NORTHERN DISTRICTS CRICKET ASSOCIATION (INC)

JOB DESCRIPTION

JOB TITLE

Commercial Sales Manager

PURPOSE

- To assist the GM Commercial & Experience to generate revenue by selling advertising and sponsorship solutions, and driving new business opportunities
- Manage hospitality sales for International and Domestic Cricket, memberships and event revenue sales.
- To assist the Marketing Team in the marketing of events, including (but not limited to) the season launch, awards evening, match day hospitality, golf days, corporate cricket, fundraisers, and other opportunities as required.
- Work with the Marketing Team to create advertising and sales collateral, including sponsor requirements.
- Manage sponsorship database to ensure execution and partner deliverables are met.
- This role will play a critical part in implementing and supporting ND strategy. Specific focus will be on increasing revenue.

SPECIFIC DUTIES & RESPONSIBILITIES

Research

- Research new markets to identify opportunities for commercial sponsorship, hospitality, events and functions.
- Monitor and regularly review competitors to ensure our packages remain competitive and best in our market.

Sales

- Make outbound lead generation calls to potential customers, partners and sponsors.
- Actively promote, design and sell hospitality packages to maximise event income and achieve targets.
- Manage customers, partners and sponsors from leads through to delivery.
- Manage and meet personal targets. You will be able to demonstrate a good knowledge of lead and pipeline management and the impact it will have to forecast sales. You will forecast with accuracy to the GM of Commercial & Experience.
- Identify new revenue generating opportunities through all possible routes to market.
- Attend networking and other events for the purpose of lead generation and sales.
- Develop a sector based, targeted approach to new revenue development, and report on growth opportunities identified.
- Proactive account management of existing customers, partners and sponsors to grow revenue.
- Maintain a focus on both short and long-term revenues.
- Demonstrate a broad knowledge of advertising and sponsorship within a sporting context and to sell its benefits to all potential customers, partners and sponsors.
- Fully understand Northern Districts' membership, event and hospitality offerings, to articulate their benefits.
- Effectively and persuasively present in all environments, including 1:1 basis, small groups and larger audiences.

Administration

- Understand CRM systems and data management tools to effectively manage an accurate sales database.
- Attend regular team meetings with the GM of Commercial & Experience and wider Commercial & Experience Team.
- Collaborate with other departments within ND and the Cricket Network to develop best practices and encourage sharing of ideas.
- Liaise with customers, partners and sponsors on a regular basis to ensure expectations are being met and relationships positively maintained.

Other

- Given the demands of this role, and the nature of working in sport, work outside standard business hours will be required in the evening and weekends.
- In this role travel is often required for events held within the ND Region.
- Be an active part of the ND team.
- Other duties as directed by the CEO and/or GM of Commercial & Experience.

GENERAL DUTIES & RESPONSIBILITIES

- Be punctual and work the hours and times specified.
- Prioritize workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS, EXPERIENCE & EDUCATION

Mandatory

- Demonstrate proven success in sales and achieving targets. Results focused.
- Outstanding organisation and time management skills. Delivering to hard deadlines.
- Is adaptable and approaches work in a flexible, innovative way.
- Exceptional oral and written communication skills, clear, concise, effective, and persuasive.
- Communicates openly and honestly in any situation.
- Quickly establishes and maintains rapport and strong relationships at all levels, with both internal and external stakeholders.
- Is dedicated, highly motivated, enthusiastic, and considerate always.
- Collaborates well.
- Maintains professionalism, empathy and understanding.

Highly Desirable

- Marketing Degree or similar.
- Experience in building and executing revenue generating strategies/plans.
- Excellent understanding of social media and digital marketing opportunities.
- Passion for sport.
- Budgeting.