

# Task Descriptions



## **Title: Commercial Partnership Services and Sponsorship Manager**

### **Overview:**

The England Touch Association (ETA) is the National Governing Body for Touch in England and our goal is to grow and sustain the sport. Our focus is to develop the game, grow participation and help more people to play Touch, more often.

### **Role purpose:**

We are looking for a Commercial partnership services and Sponsorship Manager who will be part of the ETA team, working to maximise the commercial potential of England Touch through sponsorship, major events, marketing partners and broadcast partners.

- To develop and deliver England Touch's commercial strategy to realise significant commercial sponsorship revenue to the benefit of the ETA, to in-turn help sustain and improve our European/World standings.
- Development of sponsorship proposals for acquisition. Negotiate, secure and manage on behalf of the ETA all sponsorship, value in kind partnerships and licensing agreements.
- Effectively oversee the management of key relationships and commercial/sponsor partners, including sponsorship servicing requirements across ETA commercial portfolio, together with the fulfilment thereof.
- The successful candidate will help to contribute to England Touch's (ETA's) strategic and operational priorities while supporting business development activities.

### **Role Aim:**

To deliver circa £25,000 of sponsorship throughout 2018 to aid England Touch grow to their full potential, and to successfully compete in the European Championships by assisting in financial assistance.

Reporting to the COO and Marketing director, the ETA Commercial Partnership Services and Sponsorship Manager is responsible for undertaking and coordinating a range of activities. These include, but not limited to, the development of sponsorship proposals for acquisition, servicing requirements across ETA commercial portfolio and fulfilment thereof and manage the day-to-day communication with the ETA's existing partners to ensure all contractual rights are delivered, their activation programmes are developed and their long term sponsorship goals are achieved and reported upon.

**Experience:** Track record in sponsorship and/or account management, preferably with a rights holder or agency but potentially on the brand side

**Qualifications:** Qualifications in sport management or business administration related fields are an advantage.

**Hours required:** Circa 5 hours per week.

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**Key dates:** See key dates file.

**Reports to:** COO and Marketing Director – See Organisational Chart for further info.

**Location:** Work from home.

**Contract type:** 1 year term. Re-appointed yearly at the AGM.

**Salary:** Commission based voluntary role (% TBC), expenses also paid if applicable.

**Other:**

- Capacity to work outside of normal working hours and undertake travel as required.
- Current drivers licence.
- Display a high quality of personal appearance and conduct.
- Always observe strict confidentiality.
- Promote Touch both internally and externally by upholding all organisational values.
- Willing to work under the associations Code of Conduct and abide by the policies of the organisation.

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## Skills and Qualities:

If you're a highly energetic self-starter who is keen to work in a dynamic sporting environment, we want to hear from you!

Person specification	E	D
Demonstrates public relations skills and success in building and maintaining rapport and strategic working relationships, whilst developing and using collaborative relationships to facilitate the accomplishment of work goals.	X	
Exhibits experience and skills to work as a well organised, proactive self-starter	X	
Proven ability to offer a first-class, professional account management service to commercial partners and to build strong business relationships at all levels	X	
Advanced negotiation skills and ability to achieve commercially viable outcomes.	X	
Excellent written and oral communication skills supported by interpersonal skills of a high order and coupled with the ability to present and articulate ideas to stakeholders at all levels.	X	
Knowledge and/or experience in sponsorship servicing, partnership management and/or sales.	X	
Ability to develop creative and innovative approaches to partnership activations.		X
Energetic and outgoing personality that supports your ability to build effective relationships		X
Experience in working in a diverse team to achieve planned outcomes	X	
Demonstrated ability to consistently display customer services principles, practices and attributes	X	
Sound understanding of the sporting environment in particular Touch and knowledge of the ETA competition structure.		X
Proven track record of negotiating and managing commercial partnerships and sponsorship arrangements for an organisation or on behalf of various organisations to realise significant revenue.	X	
Commercial acumen and capability to identify commercial opportunities for the association, with the aptitude to deliver results against available resources.		X
Decision making skills, with the ability to identify and understand issues, problems and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions.		X
The aptitude to work in a dynamic, fast-paced environment, whilst planning and organising courses of action for self and others to ensure that work is completed effectively.		X
Proficiency in gaining commitment, using appropriate interpersonal styles and techniques to gain acceptance of ideas and/or plans, modifying one's own behaviour to accommodate tasks, situations and individuals involved.	X	

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## Scope of job/key elements:

Main duties and Job Accountabilities	Measures and input required
<b>Partner Management and Sponsorship Servicing</b>	
Help develop and implement ETA's Sponsorship Policy aligned to the association's sponsorship/asset register and associated strategy.	Highly effective and profitable relationships with commercial partners.
Manage partner/sponsor relationships by facilitating deliverables.	Negotiation and development of agreements/contracts and specific proposals. Associated activation plans. Sponsorship reports (as required/prescribed). Act as a point of contact for planning and implementation of all partner activities.
Identify new commercial opportunities for existing and potential sponsors.	Create and following up leads and business opportunities.
Ensure ongoing compliance and servicing requirements in line with any agreed schedule.	Effectively manage and monitor the sponsorship fulfilment and to ensure all contractual rights are delivered
Maintain a database of potential and existing sponsor contacts	Keeping accurate records of various activations, approaches and actions/outcomes.
Work directly with the RFU O2Touch team to enhance integrated opportunities.	Utilise the strategic alliance between the sports and deliver on jointly agreed objectives
<b>Brand Management</b>	
Develop/commission appropriate branding and marketing campaigns directly associated with sponsorship programs and/or commercial partners.	Increase the exposure and awareness of organisational partners.
Complete audits and assessments of any use of organisational trademarks to ensure compliance and protection of the same.	Work with the Governance Team to keep on top of Copyright/Trademarks.
Ensure the protection and accurate representation of commercial partners' intellectual property throughout the Touch network and community.	
Undertake, as required, graphic design requirements with updates to existing templates, and/or promotional items.	Consistent brand throughout all campaigns.
<b>Strategy and Administration</b>	
In conjunction with the CEO and ETA Executive, set and obtain ETA sponsorship targets.	Provide input into commercial strategies.
Proactive management of strategic or project related requirements	Managing or preparing reports and presentations to support the BDM portfolio, or CEO as required
Manage and develop the various VIP/Hospitality programs associated with events and other programs, as required.	Create value adding programme for sponsors/partners, utilising the network.
Represent the ETA at various Working Groups, meeting and industry fora, as required.	Engage with other members of ETA staff, partners and stakeholders to integrate and support commercial strategies across the whole sport and association.

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Manage the logistics and administration associated with the fulfilment obligations of overall sponsorships and branding requirements.	Provide regular reporting and advice for all internal and external stakeholders as required
Ensure availability where possible to attend all meetings as required by relevant ETA Management	Attendance and actions points carried out.
Be conversant with the rules, policies, procedures and Constitution of the ETA	Ensure a good working knowledge of the complexities associated with running the ETA
Provide expert advice and support to the ETA Committee and others on all commercial and sponsorship issues.	Lead point of contact for all commercial enquiries into the organisation
Proactive identification and negotiation of commercial opportunities in conjunction with other areas within England Touch	
Effective liaison with governance, financial and other key support areas.	Ensure that any commercial/partnership deals maximise benefits for England Touch, without compromising any other legal or regulatory agreements.
<b>Sponsorship</b>	
To find a major overall sponsor of the ETA	Targeting businesses that are looking to build their brand awareness. Maximise the impact for the business in regards to exposure on a national and international level seeking an annual sponsorship income.
Representative Teams	Whole elite squads or individual Team Sponsors. Assistance/guidance in fundraising initiatives to aid costs for elite players
Travel / Accommodation Sponsor	
Tournament Sponsors	Make available Pitch side sponsorship/retail opportunities at all ETA events
Regional Sponsors	Supporting the development officers and engaging in schools, summer camps and after school activity in conjunction with registered ETA clubs
Player Sponsorship	Individual player sponsorship in line with the ETA Player Sponsorship guidelines.
<b>E-Commerce</b>	
Oversee the build and management of an e-commerce site attached to the ETA website for product sales.	Retail portal for all sponsors and for the ETA to retail England Touch merchandise. Adding a range of products to the ETA brand range.