

Commercial / Sponsorship Executive

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.

We are looking for a Commercial / Sponsorship Executive 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.

JOB PURPOSE:

- To develop and deliver England Touch's commercial strategy to realise significant commercial sponsorship revenue to the benefit of the ETA and the High Performance team, to sustain and improve our European and World standings in our sport.
- 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.

PROJECT AIM:

To deliver circa £25,000 of sponsorship (cash or in kind) by April 2015 in order to aid England Touch to successfully compete in the World Cup in April 2015.

RESPONSIBILITIES AND KEY RESULT AREAS*

Include (but are not limited to) the following:

- Principally responsible for leading on the day-to-day management, delivery and protection of the commercial rights of a portfolio of ETA sponsors and partners.
- Work closely with these partners on their activation plans for the year.
- 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 to ensure that any commercial/partnership deals maximise benefits for England Touch, without compromising any other legal or regulatory agreements.
- Fundraising initiatives to aid costs for elite players.

Knowledge and Experience Required

Essential

- Pro-active mind set and excellent inter-personal skills.
- Ability to build strong and sustainable working relationships with a wide range of internal and external stakeholders.
- Excellent written and verbal communications skills coupled with the ability to present and articulate ideas to stakeholders at all levels.
- 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.

Desirable

- Commercial acumen - Identifying commercial opportunities for the organisation; ability to demonstrate value; ability to deliver commercial results against available resources.
- Building strategic working relationships - Developing and using collaborative relationships to facilitate the accomplishment of work goals.
- Gaining commitment - Using appropriate interpersonal styles and techniques to gain acceptance of ideas or plans; modifying one's own behaviour to accommodate tasks, situations and individuals involved.
- Decision Making - Identifying and understanding 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.
- Planning and organising - Established courses of action for self and others to ensure that work is completed effectively.

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

Recruitment

Time Line:

- November 30th: Closing date for application.
- December: Interviews for applicants and appoint position.
- January: Begin to make contact with potential clients.

Other key dates:

- Touch World Cup 2015
 - o 18th April – 4th May - Touring Party: Sydney and Coffs Harbour, Australia.
 - o 29th April – 3rd May - Competition: Coffs Harbour, Australia.
- National Touch Series and Challenge Touch Series Events in 2015
 - o May 30th - Midlands.
 - o June 13th - South.
 - o July 4th - North.
 - o July 18th & 19th - TBC. (Finals)
- England Touch Nationals
 - o 7/8/9th August 2015

Working relationships

- PR/Marketing Director.
- Committee and board members.
- Team and Tour Management.
- High performance team and coaching staff.
- Tournament and Events committee.

Reporting to

- PR/Marketing Director.
- President.

Package

- This is a voluntary role.
- Pre-agreed expenses will be paid for travel and similar.

CLOSING DATE: 30th November 2014

If you are interested in applying for the role please send an email stating such and detailing any relevant experience to: Vacancies@englandtouch.org.uk.

** Note: This job specification is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in light of the changing needs of the organisation.*