



POSITION DESCRIPTION	
Job Title	Sponsorship Manager
Reports to	General Manager Commercial
Direct reports to this role	None – possible introduction of supporting intern(s)
Key Relationships – External	Sponsors Business Networks NZRU & PU contacts
Key Relationships – Internal	ARU staff especially <ul style="list-style-type: none"> - CEO - Commercial Team - ITM Cup and Rep Team Management ARU Board
Date Drafted	1 February 2015

***Note:** This job description provides an indicative outline of the purpose and accountabilities of the role. Specific performance requirements and expectations will be agreed in an annual (or as appropriate) performance agreement. In addition to your job description, you will / may be required from time to time to perform any other duties (this includes special projects) which are reasonably incidental to your position, as directed by your direct manager. Job descriptions may be amended from time to time in consultation with you, if deemed necessary in light of Auckland Rugby's operational requirements.

PURPOSE OF THE ROLE

Auckland Rugby enjoys strong relationships with a number of long-standing sponsors. We have consistently delivered brand, sales and hospitality opportunities for these businesses and have a strong portfolio that features some significant local and global brands. In 2015 and 2016 a number of these sponsorships are due for renewal and re-negotiation.

The Sponsorship Manager is responsible for management of the relationships with a number of key ARU sponsors. In addition to the development of stronger working ties with our current sponsors, the Sponsorship Manager will also be actively involved in pursuing and securing new sponsors for Auckland Rugby.

TIME REQUIREMENTS OF THE ROLE

The role has been developed to attract a high calibre candidate who can manage his/her time efficiently and effectively. As such the position demands 27 hours a week structured as follows:

9am – 3pm Monday to Friday

OR

8.30am – 5pm three days per week

In addition to these office hours the Sponsorship Manager will be required to attend all Auckland and All Black fixtures at Eden Park plus occasional ad hoc events such as our annual Sponsors Workshop.

B.L.U.E.

Auckland Rugby operates with a values-based culture known as “BLUE”. Our behaviour as team members reflects these values and is an integral part of how we go about our business.

BELIEF	Stay fully committed to the cause
LEADERSHIP	Take responsibility, be assertive
UNITY	One team with one set of rules for everyone
EXCELLENCE	Just doing what is expected is not enough

KPA	KEY ACCOUNTABILITIES	WEIGHTING
ACCOUNT MANAGEMENT	<ul style="list-style-type: none"> • Day-to-day liaison with sponsors • Delivery of contracted benefits as specified within each sponsorship contract including: <ul style="list-style-type: none"> • Signage • Hospitality • Player appearances • Promotions • Use of ARU trademarks • Website and social media presence • Big screen advertising • Ensure that for each sponsor the ARU/Sponsor connection is strong with regular interface and positive working relationship 	70%
NEW SPONSORS	<ul style="list-style-type: none"> • Identifying and targeting new sponsors for ARU properties • Securing new sponsors for ARU properties • Assisting GM Commercial in the development of new properties to take to the market 	20%
ADMINISTRATION	<ul style="list-style-type: none"> • Maintenance of sponsor CRM, contracts, and associated files as directed by GM Commercial • Development of reports for inclusion within the Commercial section of the monthly ARU Board papers 	10%

AREA	CORE COMPETENCIES	PROFICIENCY
Managerial / Leadership	<p>Management: Effectively managing one’s time and resources to ensure that work is completed efficiently.</p> <p>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; taking action that is consistent with available facts, constraints, and probable consequences.</p> <p>Planning and organising: Organises and schedules coaching sessions and activities and resources. Sets up and monitors timescales and plans. Establishing courses of action for self and/or others to ensure that work is completed efficiently.</p> <p>Motivating others: Encourages others through enthusiasm and by recognising their contribution. Promotes a clear sense of purpose and inspires a positive attitude to work. Focusing on successful accomplishment of objectives.</p>	<p>ME</p> <p>E</p> <p>E</p> <p>A</p>

Professional	<p>Industry knowledge Understand the industry and uses industry knowledge and relationships in planning and decision making.</p>	U/I
	<p>Negotiation and persuasiveness Effectively exploring alternatives and positions to reach outcomes that gain the support and acceptance of all parties. Influence or convince others in a way that results in acceptance, agreement or behaviour change.</p>	ME
	<p>Professionalism Refined conduct that is congruent with the values, standards and the discipline of the organisation, this includes a professional appearance, discreet behaviour, loyalty towards colleagues and the organisation, and the ambition to promote the standing of the organisation.</p>	ME
	<p>Written and oral communication Speaks and writes in a clear and concise manner, using appropriate style and language to audience.</p>	ME
	<p>Building strong relationships Developing and using collaborative relationships to facilitate the accomplishment of work goals – in particular within the ARU Franchise.</p>	ME

<p style="text-align: center;">Functional / Operational</p>	<p>Specialist knowledge Match Day Activation Has in-depth knowledge of the venue and match day operational details</p> <p>Quality orientated Shows awareness of goals and standards. Follows through to ensure that quality and productivity standards are met. Accomplishing tasks by considering all areas involved and showing concern for all aspects of the job.</p> <p>Teamwork Co-operates and works well with others in the pursuit of team goals; shares information; supports others.</p> <p>Organising Ensures the efficient co-ordination of activities by establishing clear priorities; schedules activities to ensure optimum use of time and resources. Prioritises and plans in advance. Sets realistic time-scales.</p>	<p style="text-align: center;">U/I</p> <p style="text-align: center;">E</p> <p style="text-align: center;">E</p> <p style="text-align: center;">A</p>
<p style="text-align: center;">Personal Qualities</p>	<p>Interpersonal Capacity Shows consideration, concern and respect for other people’s feelings, views, needs and ideas; demonstrates interest in others opinions, and shows an awareness of the impact of own behaviour on others. Able to establish and maintain relationships with all people at all levels and shows the ability for diplomatic handling of disagreements and potential conflict.</p> <p>Personal impact Makes an immediate and positive impression on others, has presence and comes across with force and credibility.</p> <p>Action orientation Demonstrates a readiness to make decisions, take the initiative and originate action. Being proactive.</p> <p>Personal Influence The development and establishment of relations with equals, subordinates and superiors, and exerting a personal dynamic and relational influence that will cause them to want to follow a set direction.</p>	<p style="text-align: center;">E</p> <p style="text-align: center;">A</p> <p style="text-align: center;">A</p> <p style="text-align: center;">E</p>

Proficiency Scale:

Level 1 = Understanding to Intermediate (U/I)

Possesses moderate knowledge or experience in the area of specialisation. Applies with direction and guidance. Learns how to develop and apply skills and knowledge and increases technical expertise and ability. Demonstrate an understanding and knowledge of application through actions and behaviour.

Level 2 = Experienced (E)

Possesses thorough knowledge and broad experience in the area of specialisation. Applies effectively. Advises others in typical situations and requires guidance in complex situations. Increases in technical breadth. Recognised as credible. Demonstrate sound experience of the level of competency through actions, decision making and behaviour.

Level 3 = Advanced (A)

Possesses substantial knowledge and extensive experience in the area of specialisation. Applies knowledge and expertise effectively and leads others in complex situations. Recognised and trusted by senior management and stakeholders as an advisor. Demonstrate an advance level of competency capability through actions, decision making and behaviour.

Level 4 = Master/Expert (ME)

Possesses in-depth and extensive knowledge and experience in the area of specialisation. Applies effectively in a wide range of complex and unpredictable situations. Recognised as a **leader in this field**. Provides **thought leadership** and **sets strategic direction**. Demonstrate a Master / Expert level of competency capability through behaviour, actions and direction.

QUALIFICATIONS AND EXPERIENCE

1. Marketing or Communications qualification or equivalent experience
2. Excellent command of English for written presentations
3. 8+ years commercial experience

JOB LEVEL

APPROVAL AND AGREEMENT

Reviewed and Approved by:

Direct report: _____

Employee: _____

Date: _____