



Candidate Brief

Senior Corporate Partnership Executive

Western Sydney Wanderers



Western Sydney Wanderers

Western Sydney Wanderers Football Club is an Australian professional football club based in the Western Sydney region of Sydney. It competes in the country's premier football competition, the A-League. The Club has established itself as a major force in both Australia and Asia, having won one A-League Premiership and an AFC Champions League title in its short history.

Founded in 2012, Western Sydney Wanderers FC is heading into another exciting period in the club's short history with the transition into the brand new \$360m Bankwest Stadium in Parramatta and state-of-the-art training facility in Blacktown.

Western Sydney has the largest football participation base in the country, in Australia's fastest growing economy. A unique opportunity exists for the club to maximise its two significant infrastructure assets to become one of the leading professional sporting clubs in the country.

Title: Senior Corporate Partnerships Executive
Department: Commercial
Location: Rooty Hill, NSW
Reports to: Commercial Manager

Dimensions

- Number of direct reports: None
- Number of indirect reports: None
- Budget responsibility: TBC

Purpose of Role

Reporting to the Commercial Manager, the Senior Corporate Partnerships Executive is responsible for generating new corporate hospitality and partnership sales whilst delivering high level service to a dedicated list of partners/clients, to successfully achieve clients', business and financial objectives.

The ideal candidate will possess sales and business development based skills with excellent account management skills for multiple partners, with a proven understanding of how to measure and deliver a return on investment for the client. You must be tenacious in driving new business opportunities and a willing self starter to grow the club's corporate networking program.

You must also be able to competently manage projects from inception to delivery through extensive project management experience and possess proven problem solving skills in order to successfully manage both internal and external stakeholders' expectations to ultimately drive commercial revenue.

Key Areas of Responsibility

- Identify, negotiate and manage new potential corporate hospitality clients to maximise the transition into the new \$360M Bankwest Stadium in Parramatta;
- Leverage and grow your existing corporate network to increase commercial revenues for the Club through traditional and non traditional assets;
- Leverage Club's networking group memberships by attending corporate events for business development purposes, which may occasionally take place outside of standard business hours.
- Regularly input your lead generation data in corporate CRM (Sports RM);
- Build rapport and trust with existing partners/clients in order to effectively and professionally deliver all contractual elements to the relationship and manage all communication between the Club and Partner/Client;
- Ensure activities are planned, documented, executed and measured in a timely and professional fashion, with the aim of achieving the clients' key marketing objectives;
- In conjunction with the wider Western Sydney Wanderers administration team, develop strategies for partners to leverage off Club assets and our partner network;
- Ensure all activity is recorded via accurate maintenance and management of the partnership database;
- Manage partner requests and campaigns including match day activation and ticketing, Club events and all joint marketing activity;
- Sales and budget management including monitoring of and reporting on partnership expenditure and revenue on managed accounts;
- Analysing sales figures and forecasting future leads, as well as interpreting trends to facilitate future planning;
- Organising unique promotions and player appearances for partners;
- Work with internal departments across all business types;

Department role

You must possess influential and persuasive interpersonal and communication skills, be able to work in a team (immediate and inter-departmental) and be well-presented with a passion for business development. Due to the large number of stakeholders, exceptional time-management and organisational skills are essential, as is a solid knowledge of the sponsorship and/or corporate entertainment industry.

You must also be sales driven and have attention to detail in account management. Tertiary qualification in business/marketing/communications or similar is preferred but not essential.

Key Outcomes

- To meet budget expectations per year (i.e. sales, expenses and profit margins);
- To promote and grow all commercial aspects of corporate hospitality and partnerships within a specific period of time as agreed within the business;
- To identify new opportunities and potential partners to drive incremental revenue;
- To grow the corporate networking database;
- To provide a high level of client servicing;

Knowledge, skills and behaviour required

- Minimum of two years' experience in corporate sponsorship sales and hospitality, marketing or related business within the sports industry;
- Experience in strategic business planning, development and execution to grow sponsorship and corporate hospitality sales;
- Be sales driven in corporate hospitality and corporate partnerships;
- Strong knowledge and understanding of sponsorship industry;
- Strong creative instincts with the ability to identify and implement opportunities;
- Ability to adapt in team in a fast paced environment;
- Strong understanding of market value and hard costings associated in corporate;
- Good understanding of the game of football;
- A "can do" positive attitude;
- Excellent organisational and administrative skills;
- Attention to detail;
- High level of demonstrated initiative;
- Desire to deliver above the expected standard;
- Strong communication skills (verbal and written);
- Advanced knowledge and skills in Microsoft Office products (Word, Excel, PowerPoint & Outlook);
- Ability to multi-task and work in a fast-paced high pressure environment;

Unique Criteria

- Due to the nature of the industry, the ideal candidate must be flexible in their availability as irregular hours and some weekend work will be required for this role, such as working at home games.

How to apply

SRI is the leading firm dedicated to the constant and growing demand for executive and management talent in sports, media and entertainment. Our expert advisers provide search and consulting services operating as a global team, combining deep sector knowledge with world-class and cutting-edge talent acquisition and management practice.

With offices in Australia, Canada, China, Germany, Japan, Singapore, Switzerland, the UK, and the USA, we are the largest search firm specialising in sports, media and entertainment.

For a confidential discussion about the role, contact:

James Curtis
jcurtis@sriexecutive.com or
Mobile +61 (0) 451 942 070