

SCHEDULE ONE
JOB DESCRIPTION



Partnerships Manager

POSITION PURPOSE:

This position plays a key role in gaining sponsorship revenue and managing the relationships between business partners and the Manawātū Rugby Union.

The role involves a close working relationship with players and team management from the Turbos, the Cyclones, the Manawātū Rugby Academy and the Men's and Women's Sevens teams so that business relationships with the teams are strong.

The key MRU values and priorities:

1. One Team: We are Manawātū Rugby, we have 5,550 community rugby players and two high performance teams in the Cyclones and Turbos, all of which we are incredibly proud of.
2. Community Connections: We are proud to wear our MRU jerseys and are putting mana back in the green and white hoops. We are proud to be part of this amazing province and give back with support for community events like planting days, the Geoff Thompson Keep Well Foundation and being present and visible within the community.
3. Off-field wins: We are more than Rugby. We have the opportunity to support and provide leadership and impact peoples' lives for the better. We have done this recently by visiting Te Au rere a te Tonga (Youth Justice Residence) and provided training seasons within the centre.

RELATIONSHIPS:

Reports to: Chief Executive

Internal Relationships: Chief Executive
MRU Leadership Team
MRU Board Directors
NPC Coaches & Management
FPC Coaches & Management
Participation Team
Academy Support
Rugby Development Coaches
Finance Manager

Secondary School and Club Coaches
 Representative Team Managers, Coaches
 All other MRU Staff
 Personal Development Manager
 Players

External Relationships:

New Zealand Rugby Union
 Super Rugby Franchises
 Other Provincial Unions
 Overseas Rugby Organisations
 Sponsors & Charities
 Club Officials
 Executive Committees
 Rugby Committee
 Media
 Life Members
 Public
 Service Providers
 Local community
 Palmerston North City Council (as Stadium owner)
 Manawatū District Council
 Stadium Caterers
 Sponsors, Key Stakeholders & Charities
 Other Local Authorities and Councils
 Event Suppliers & Contractors

POSITION ACCOUNTABILITIES:

Direct Reports: Marketing Manager
 Budget: \$104,115

KEY ACCOUNTABILITIES:	PERFORMANCE INDICATORS
<p>Sponsorship:</p> <ul style="list-style-type: none"> • Lead the development and delivery of MRU's sponsorship strategy and direction annually. • Maintain updated jersey and signage property values and projected revenue from contracts. • Contract negotiation and confirmation with partners. • Develop an annual relationship management strategy. • Work with CEO in negotiating larger business partnerships. • Build social and business relationship with sponsors. • Meet the needs of sponsors as is deemed reasonable. • Growth of existing sponsorships. • Identification of new opportunities • Determine available hospitality opportunities. 	

<ul style="list-style-type: none"> • Ensure sponsorship contracts are delivered on by MRU. • Maximise signage space and value • Work with the Ticketing Support to ensure that all sponsors receive relevant tickets and wristbands for each match. • Engage with third-parties and contractors to ensure MRU reaches Sponsorship targets in consultation with the CEO. 	
<p>500 Club</p> <ul style="list-style-type: none"> • Develop strong relationships with businesses in the Manawatū region to maximise the 500 Club membership. • Identify businesses with potential to increase from 500 Club to larger sponsorship agreements. • Be in regular contact with the sponsors. • Ensure all MRU's obligations in sponsorship contracts are delivered. 	
<p>Rural Community Group</p> <ul style="list-style-type: none"> • Develop and annual plan to maximise MRU's Rural Community Group membership. • Build strong relationships with the rural community in the Manawatū region. • Meet annual RCG membership targets. • Ensure all MRU's obligations in sponsorship contracts are delivered. 	
<p>Match Day:</p> <ul style="list-style-type: none"> • Work with venues and catering providers to book • Take responsibility for the hosting of sponsors and guests at matches with attention to detail and organisation well in advance. • Quality hospitality experience at matches and other sponsorship events. • Develop and oversee signage income strategies • Work with the Game Development and Operations Manager to ensure all sponsored signage is correctly installed. • Undertake joint activities with sponsors to leverage brands and to communicate core messages. • Search for leverage opportunities that can save on direct costs (including through contra or Bartercard). 	
<p>Reporting:</p> <ul style="list-style-type: none"> • Provide weekly feedback to the CEO. • Monthly written Board reports including progress and projections. • Be an active member of PU Commercial Managers group. • Reporting to NZ Rugby as required. 	
<p>Leadership & Teamwork</p> <ul style="list-style-type: none"> • Role model behaviour to the MRU staff which demonstrates commitment and passion for the game, strategic thinking, excellent communication, listening and leadership ability 	

- Feedback obtained from staff reports that behaviours are actively modelled.
- Establishing clear responsibilities between the personnel involved in sales, sponsorship, marketing and promotions so there is a clear understanding of who is doing what and support for each other is the norm. The marketing, promotion, sales and sponsorship personnel work as a team and produce excellent results from their work.
- Surveys are conducted annually to ensure that targets are being achieved and there is satisfaction with outcomes.
- Performance meetings scheduled and held
- Constructive feedback offered, and development opportunities identified and implemented.

BEHAVIOURAL CHARACTERISTICS

- A structured, organised and proactive “can do” approach
- Positive and enthusiastic
- Strong problem-solving skills
- A willingness to seek improvement at every opportunity
- Able to build successful working relationships at all levels of an organisation
- Able to work to and meet deadlines and able to reprioritise as necessary
- A willingness to take ownership and be held accountable

PERFORMANCE REVIEW INFORMATION:

- Six monthly written performance appraisals
- Annual written performance appraisal

OBLIGATIONS AND EXPECTATIONS AS AN EMPLOYEE OF MRU:

TREATY OF WAITANGI

We are committed to the principles of Te Tiriti o Waitangi/Treaty of Waitangi: participation and pro-active protection. We recognise Tikanga Māori values in the workplace and community and know we can do more.

HEALTH AND SAFETY

As an employee of MRU, you are expected to work in a safe manner always by:

- Following safe operating practices and complying with MRU policies

- Considering the safety of others
- Never putting yourself or anyone else in an unsafe situation
- Report immediately any accidents, incidents or hazards
- Wear and use safety equipment as required
- Maintain excellent and safe standards of housekeeping in your place of work
- Require a full drivers NZ licence

TRAINING AND PERSONAL DEVELOPMENT

As an employee of MRU, you are expected to:

- Maintain up to date knowledge of areas of expertise through approved training.
- Be proactive in applying for training and development courses that will improve your performance and personal development in your role.

TEAM CONTRIBUTION

- In addition to these key responsibility areas outlined in this Position Description, as an employee you are expected to undertake in any additional duties that may be required from time to time and that this should not be looked upon as an exhaustive list.
- Participate in any team activities or group activities to achieve the overall objectives of the organisation.
- Actively work towards achieving the organisation's Annual Performance Targets.

APPROVAL AND AGREEMENT:

Reviewed and approved by:

_____ (Signature) this date of ____/____/____

ANDREA JACKSON
CHIEF EXECUTIVE

NAME

_____ this date of ____/____/____

EMPLOYEE SIGNATURE