**Job Description – Commercial Manager**

The Commercial Manager will be responsible for supervising and/or carrying out the following tasks:

1. Review and refine the Union's commercial/ sponsorship plan for the purpose of achieving the commercial objectives set out in the Union's strategic plan.
2. Identify sponsorship and commercial opportunities, and develop proposals in respect of the same.
3. Prepare, negotiate and execute sponsorship, partnership and commercial agreements.
4. Service sponsorship agreements.
5. Manage player appearances with the sponsors and community partners.
6. Co-ordinate match day hospitality and entertainment from a match day enhancement perspective for the Counties Manukau Steelers’ Mitre 10 Cup home games.
7. Manage the Union’s relationships with its F&B suppliers including liaising with the Union’s corporate hospitality service provider to ensure that the quality and quantity of food served at the Steelers’ home games comply with the terms of the parties’ agreement.
8. Plan, manage and execute all hospitality events undertaken by the Union.
9. Co-ordinate with the Union's apparel supplier to finalise the design and order of the Union's on-field and off-field apparel for all of the Union's representative teams.
10. Manage the Union’s commercial relationships with media agencies.
11. Assist with identifying alternative revenue streams for the Union.

Together with the Marketing and Communications Manager, the Commercial Manager shall assist with the following:

1. Develop season and other ticket package strategies.
2. Develop and implement plans to improve fan engagement and game day experience.
3. Develop and coordinate the Union's advertising strategy in conjunction with the Union’s appointed agents in the media field.

The Commercial Manager shall be a member of the Union’s senior management team.