



BUSINESS DEVELOPMENT MANAGER – PARTNERSHIPS

ABOUT US

The North Melbourne Kangaroos is a modern football club based in the beating heart of urban, inner-city North Melbourne. At the Kangaroos we are known for our fighting spirit – a bold and never beaten attitude that has won us four premierships and allowed us to achieve the extraordinary together. We are a diverse and inclusive club; a family where everyone belongs, united by our fighting spirit.

ABOUT THE ROLE

The key objective of this position is to secure new partnership revenue across the Club's AFL, AFLW, Tasmania and The Huddle programs. Reporting to the Head of Commercial, the Business Development Manager – Partnerships will utilise an enviable suite of assets to generate commercial opportunities, identify prospective category and partner targets, and develop and pitch sophisticated, evidence-based proposals to support the client objectives and the club's value propositions.

Additionally, the role will:

- Research, analyse and understand the needs of prospective partners
- Support the development of planning to identify new club revenue streams
- Develop compelling sales proposals utilising strategic data and insights that leads to conversion
- Maintain a strong pipeline of partnership opportunities across all club programs
- Work closely with the Commercial Team to develop an integrated approach to the cross-selling digital, corporate and B2B revenue
- Maintain an up-to-date pipeline ensuring data gathered through all client interactions is entered into Salesforce

OUR IDEAL CANDIDATE

The successful candidate will be a creative, analytical and strategic thinker who is passionate partnerships and sales. You will be curious and inquisitive with a desire to continuously improve.

We're also looking for:

- 3 plus years' experience in sponsorship and/or media sales
- Experience using CRM systems
- Advanced interpersonal skills with the ability to network and build rapport at all levels
- Experience in preparing sophisticated partnership proposals
- Ability to understand data and insights and turn them into commercial opportunities
- Strong business and financial acumen
- Capable of managing multiple projects with a high attention to detail

ADDITIONAL REQUIREMENTS

The successful candidate is required to undergo and pass a police check, and hold a current and valid Victorian Working with Children's Check.



Additionally, under the North Melbourne Football Club's *COVID-19 Vaccination Policy*, all new employees must be fully vaccinated with an Approved COVID-19 Vaccine and provide Evidence of Vaccination by uploading your Digital Vaccination Certificate to our HR information system. You will be provided with relevant information, including the compliance dates and our privacy policy during the recruitment process.

APPLICATIONS

To apply for this position, please submit your CV together with a covering letter outlining your suitability for this role to careers@nmfc.com.au

Please note that due to the overwhelming number of applications received by the club, we are unable to reply to every application. Only those applicants selected for an interview will be contacted.

Applications close at 9am on Monday 1 November.

EQUAL OPPORTUNITY

The Kangaroos strive to be the AFL's most inclusive, accessible, and united football club. Our value of 'Belonging' means we embrace people from all walks of life and respect each other's opinions and capabilities. We are committed to providing a working environment that embraces and values diversity and inclusion.

All employment decisions at the Kangaroos are based on business needs, job requirements and individual qualifications, without regard to age, disability, gender, or gender identity, marital or parental status, political or religious beliefs, race, or sexual orientation. The Kangaroos will not tolerate discrimination or harassment based on any of these characteristics.