

## Business Development Manager Job Description

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The Business Development Manager is responsible to the CEO of Rowing Australia (RA) and will work across the organisation to facilitate the identification and delivery of business development opportunities consistent with Rowing Australia's strategic and commercial plans.

The role will have particular responsibility in the following areas:

1. Commercial Partnerships including Sponsorship
2. Commercialisation of RA properties including but not limited to National Events, the RA Website and the Rowing Online Management System (ROMS)
3. Licensing and Merchandising
4. Business Development and Marketing
5. Brand Development and Management

The Business Development Manager is a key member of the senior management team responsible for delivering the strategic objectives of the sport.

### Job Details

Location:	Canberra, ACT
Status:	Full Time preferred
Remuneration:	Base payment subject to qualifications and experience (Inclusive of Superannuation) plus incentive arrangements
Reports to:	The Business Development Manager reports directly to the Chief Executive Officer. The Business Development Manager works closely with the National Development and Events Director.
Contract Status:	3 years + option dependent on performance

### Job Responsibilities

#### Commercial Partnerships and Sponsorship

- In conjunction with the CEO, identify, develop and manage commercial partnerships that include:
  - Business partners wishing to leverage a relationship with Rowing Australia and its membership
  - Corporate, team and event sponsors and ensure that such partnerships are designed to integrate and leverage business development opportunities of both parties.
- Develop an integrated and supportive approach with the State and Territory Associations (STAs) to ensure a cohesive and professional offering to partners and to develop flow through cash and contra benefits to the STAs.

#### Commercialisation of RA Properties

- Work with the CEO and National Development and Events Director to:
  - Develop plans to enhance and optimise revenue opportunities for RA events and deliver outcomes in line with commercial expectations.
  - Commercialise other RA products such as the Rowing Online Management System (ROMS), National Teams, education programs and conferences.

- Assess the opportunities for the commercialisation of new RA products.

### Licensing and Merchandising

- Enhance the growth of the National Merchandising and Licensing Program to optimise profitability to RA to further generate funds for the development of the sport.

### Business Development

- Develop and deliver the RA business development program to generate new revenues outside traditional sources in Australian and international markets. This also includes the development of a business development culture across all departments of Rowing Australia that fosters and rewards employees innovation.

### Marketing

- Analyse market needs and trends, and identify and deliver marketing strategies to support RA programs and initiatives.
- Supervise external communications consultants in planning and implementing marketing of RA events and programs including media releases/kits, programs, athlete profiles and other activities to enhance event profile.

### Brand Development and Management

- Implement and manage the Rowing Australia brand strategy in order to communicate a consistent and strong brand message and image to Rowing stakeholders (state associations, media partners, sponsors, licensees) and the broader public.

### Strategic planning

- Provide input to RA's strategic planning and in particular develop, deliver and monitor RA's Media and Communication Plans and Business Development Plans.

### Key Success Indicators

- Increase in annual gross revenue from RA corporate partnerships, events, sponsorships and commercial activities
- Increased level of consumer awareness of Rowing and positive association with the Rowing and RA brand and adoption and compliance within RA brand guidelines by stakeholders
- Introduction of non-traditional revenue streams that reduce the reliance on traditional revenue sources
- Enhanced media coverage of RA events and increase in new stakeholders via the broadcast of events
- Optimise RA profitability from the National Merchandising and Licensing Program
- Internal and external stakeholders better engaged with regular strategic communication
- Increase in participation and audience at RA events

### Selection Criteria

#### Qualifications and Experience

- Relevant marketing, business or communications qualifications preferred but not essential
- Demonstrated experience in new business development initiatives and activities.
- Understanding of event marketing and public relations planning.
- Sound experience in sponsorship sales and servicing

- Demonstrated experience in researching and analysing market information, brand management and developing marketing and branding strategies.
- Sound experience in community consultation, and marketing products and services to a variety of clients.
- Sound financial acumen, excellent presentation and communication skills and contemporary strategic planning
- Experience and an understanding of the Australian sport environment would be an advantage

**Administration**

- Project management experience
- Demonstrated capacity to manage and operate within a budget
- Strong administrative and organisational skills
- Competent level of operational IT skills and experience – particularly in Microsoft Office

**Interpersonal**

- A capacity to confidently facilitate meetings and deliver presentations
- A capacity to balance the need to operate independently or work as part of a team, as various tasks may require
- High level of oral and written communication skills.

**Personal Attributes**

- Interpersonal skills of a high order
- Flexibility in work and thought processes to be able to multi task on a variety of diverse work types at the same time
- Responsive to constant change
- Ability to participate in after hours, weekend work and travel as required