

COMMERCIAL PARTNERSHIPS MANAGER

REPORTING INTO HEAD OF COMMERCIAL

BACKGROUND

The Rugby Players' Association (RPA) is the representative body and collective voice of professional rugby players in England which was established in 1998 to look after the interests of all professional players, from Academy players to the superstars of the international game. The RPA offers members Player Welfare and Representation services as well as RPA Gain Line, a comprehensive national personal development programme, to help support their wellbeing and prepare them for life after rugby. The RPA has also acted as the exclusive commercial representative of the England Team since February 2004.

The RPA is a Not for Profit organisation consisting of three separate entities; The Rugby Players Association (Registered Trade Union), RPA Management Ltd (commercial entity whose activities provide financial support to the RPA) and Restart Rugby (Registered Charity).

The RPA Commercial Department is responsible for generating income across a variety of revenue streams, including commercial partnerships, match-day hospitality, talent bookings and bespoke events.

The RPA has a unique opportunity for a talented and creative individual to join the Commercial Department and play a key role in contributing towards the commercial success of the business.

THE ROLE IN A NUTSHELL

Supporting the Head of Commercial, the Commercial Partnerships Manager will work cross functionally, supporting with driving new partnerships and will act as Partnerships Manager for selected RPA partners and suppliers, ensuring that all partnership agreements are maintained and delivered to the standard set.

You will be expected to be able to work autonomously at a fast pace, showing initiative in handling all aspects of the sales cycle, and will work closely with the Head of Commercial to ensure a strong pipeline of opportunities and interest and explore multiple opportunities to generate revenue and serve the members.

We are looking for a motivated individual who possesses a proactive, positive attitude and is keen to commence or continue a career in the sports industry within a highly successful and productive team.

COMMERCIAL PARTNERSHIPS MANAGER

WHAT YOU NEED TO DO

The responsibilities of this role include but are not limited to:

COMMERCIAL PARTNERSHIP SALES, MANAGEMENT AND ACTIVATION

- Support the Head of Commercial in the delivery of the RPA's commercial strategy
- Responsibility for delivering income against targets for agreed activities and identifying and developing new opportunities for commercial exploitation
- Take day-to-day responsibility for sourcing and agreeing partners and sponsors across multiple opportunities; this will include managing interest and making targeted approaches, managing negotiations with senior stakeholders, and securing contractual agreements;
- Ability to source, qualify and develop new business leads for RPA partnerships
- Creating all partnership proposal and renewal decks
- Collaborating with departments across the organisation (including Rugby, Welfare, Communications and Restart, the official charity of the RPA) to gain a complete knowledge of the partnership product offering to maximise sales opportunities
- Responding to and following up on all sales enquiries using appropriate methods (phone, email and social media) and tracking relevant outcomes in the RPA pipeline document
- Working with the Head of Commercial and Communications team to produce sales collateral and supporting materials
- Build a strategic network of business contacts across all sectors and maintain an understanding of the external environment, business and marketing objectives;
- Build a database of prospects/pipeline to ensure continuity of income should any contracts be terminated and to target for new commercial activity, highlighting risks and opportunities to the Head of Commercial
- Work with the Gain Line team across all partnership delivery
- Attending RPA events and other business-related events when possible
- Ensuring that all RPA sponsors contractual obligations are fulfilled
- Regularly review and suggest new ways of working/approaches to sponsorship to ensure that packages and offering are still delivering in terms of member and commercial value. Keep up to date on market trends and proactively suggest new ideas based on understanding of current business environment and member need;
- Own, review, and update the commercial elements of the RPA, and maintain an overview of upcoming opportunities that can be shared with interested parties.
- Work across all relevant RPA Departments – Gain Line, Communications and Restart - to deliver the above to the expected standards.

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GENERAL:

- **Event support** at all England International Match Days at Twickenham
- Assist on event delivery and to assist the wider team on non-commercial activity on an ad-hoc basis (including: Rugby Heroes Lunches, Annual RPA Awards and Business Partnership Networking Events)
- Take a lead role in identifying and raising issues, opportunities, and in ensuring personal and team performance against the team objectives;
- Take part in cross departmental projects as and when required
- Excellent planning and organisational skills.
- Able to work to tight deadlines and respond and adapt to rapidly changing demands.
- Excellent IT skills, including experience of programmes such as Microsoft Word, Excel and Powerpoint.
- A positive, flexible approach is required along with the commitment to the RPA's mission statement, vision and key values.
- Previous exposure or understanding of GDPR to ensure all sales data is captured and stored correctly

WHAT YOU NEED TO HAVE

- 5 years of experience in Commercial Partnerships/Business Development / Sponsorships
- Able to demonstrate experience of delivering complex and/or high-value partnerships across multiple channels
- Excellent time management and project management skills
- Capable of working as part of a team within a fast-paced, challenging and demanding environment whilst maintaining high standards
- An interest in the business of sport and a clear passion for building a career within the sports industry
- Excellent knowledge of sponsorships' role within the marketing mix
- Knowledge of Collective IP would be of benefit
- Exceptional communications skills with ability to adapt style to reflect the target audience.
- Confident personality, comfortable working with high-profile individuals and elite athletes.

CULTURE AND VALUES

We are a strong values driven organisation and it is likely that if you share these values you will fit in well at the RPA. Those values are:

- **Authentic** - Our agenda is co-created with our members. We work to build honest relationships and seek to add value to every room we enter. The RPA will always act with integrity.
- **Driven** - Stepping forward to create positive change. We wish to be re-evaluated. We are passionate about Rugby Union, working relentlessly to create a united game.
- **Open** - We work to build a more inclusive game, empowering players to speak up about things that matter to them. We are agile, adaptable and transparent, always wanting feedback.
- **Supportive** - We exist to support players past, present & future. We are caring and dependable, always working behind the scenes. Our team goes above and beyond for each other and our members.

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REWARD PACKAGE

- Salary
- Pension
- Private Medical Insurance (optional)
- Life Insurance
- Critical Illness Cover
- Gym contribution

OTHER INFORMATION

At the RPA we are committed to the personal growth and development of both our colleagues and our members, and as such we place a real emphasis on everyone having a personal development programme in place, including continuous professional development where appropriate. Working with your line manager you will identify the areas of your own development that deliver your personal ambitions, and the skills and expertise that meet the needs of the organisation, both now and in the future. Co-creating this plan, and being creative and resourceful in how that plan is delivered is part of the overall appraisal process. More importantly we see this as an important part of everyone's overall reward package and what makes the RPA a special place to work.

DETAILS

Salary: Competitive plus comprehensive company benefits

Location: Hybrid working, with in person co-working days currently one day per week in Central London (Victoria area). Preferably live within a commutable distance to London.

Closing date: 10th March 2024 (Please assume you have been unsuccessful on this occasion if you are not contacted within 14 days of the closing date)

How to apply: Please send your CV and covering note, including salary expectations, to: careers@theRPA.co.uk

Interview dates: Week commencing 25th March 2024