



Commercial Partnerships Manager

Position Description

Updated 27.05.2026

Role Title: Commercial Partnerships Manager

Reports to: GM Commercial

Position objectives:

- To support the GM Commercial with the planning and delivery of the Crusaders commercial sales programme.
- To plan and deliver partnership management aligned with the Crusaders partnership management strategy.

POSITION DESCRIPTION

1.0 Commercial Partnerships – Acquisition and Retention

EXPECTED RESULTS:

- The identification of partnership and commercial opportunities for the Crusaders to pursue that align with the purpose, brand and vision of the Crusaders.
- Support the GM Commercial in the ongoing evolution of the Crusaders sales programme to support the acquisition and retention of relevant partners to meet or exceed annual revenue targets and manage the allocation of commercial assets and rights.
- Seek to understand the primary motivations and business drivers for companies and brands securing relationships with the Crusader.
- The development of partnership proposals for presentation to potential and renewing partners.
- The preparation of partnership agreements and contracts for the approval as per the Crusaders approval process.

2.0 Partnership Management

EXPECTED RESULTS:

- Establish strong enduring relationships with all allocated Crusaders partners.
- Build deep, constructive and effective long-term relationships with each allocated Crusaders partner.
- Work with, and support, each allocated partner to ensure that they maximise the benefits offered to them as part of their partnership with the Crusaders.
- Ensure Crusaders partners meet their identified objectives and outcomes as part of their annual leverage plan.
- Identify any opportunities, and unique ways, to grow the depth of each of relationships with Crusaders partners. Influencing account managers with new insights and ideas to leverage their Crusaders partnership.





3.0 Signage Management

EXPECTED RESULTS:

Manage the Crusaders signage programme, including but not limited to:

- Designing and delivering the Crusaders signage sales strategy.
- Managing the inventory of fixed, LED and virtual grass signage assets.
- Managing the operational delivery of fixed, LED and virtual grass signage assets during the Crusaders season.

4.0 Health and Safety

EXPECTED RESULTS:

- A. Complies with the health and safety systems and emergency procedures in place throughout the business.
- B. Encourages staff participation in the business' health and safety system.
- C. Demonstrates a commitment to continuous health and safety improvement.
- D. Promptly and accurately reports all hazards, accidents and incidents.
- E. Attend health and safety update training sessions as required.
- F. Takes responsibility for the Health and Safety inductions of volunteers and sponsors activating promotions at events.

5.0 Undertake any other duties as directed or required at any given time.

EXPECTED RESULTS:

- A. Such duties are carried out in a timely, professional, accurate manner
- B. Participates in training and development related to the position as required.
- C. Actively participates in the annual performance review process.

6.0 Staff: N/A

7.0 Budget: Spending authority in line with delegated limits.

8.0 Stakeholder Engagement & Management

Internal:

- CEO
- GM Commercial
- Head of Partnerships & Partnerships Team
- Head of Marketing & Marketing Team
- CFO & Accounts Team
- Business Support Manager
- Team Manager
- Coaches
- Players





External:

- Crusaders Partners & Suppliers
- Agencies
- Designers
- Contractors
- Licensees

Qualifications & Experience:

- A tertiary qualification in a related field is preferred (Sports Management) but is not a prerequisite.
- Previous experience in sports management, sponsorship or partnerships management.

Skills and Abilities

- Positive, team-first attitude that contributes to a constructive and high-performing culture
- Proven ability to build and maintain strong, trust-based relationships with internal teams, partners and sponsors
- Strong prioritisation skills to balance multiple stakeholder demands and deliver on commercial and partnership objectives
- Highly developed interpersonal skills with the ability to engage effectively across teams, sponsors and senior stakeholders
- Demonstrates a high level of professionalism and accountability in fast-paced, team environments
- Excellent written and verbal communication skills, tailored to both internal collaboration and external partnership engagement
- Collaborative, consultative approach with a strong focus on delivering mutually beneficial sponsorship outcomes
- Advanced proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) to support reporting, presentations and partner deliverables
- Sound understanding of integrated marketing, with the ability to align campaigns to sponsorship and commercial objectives
- Strong customer and partner service focus, with the ability to manage enquiries and expectations effectively
- High energy, resilience and enthusiasm, contributing positively to team performance and partner engagement

