

Corporate Partnerships Account Manager

Our Club values are the strong beliefs and consistent behaviours of people in our organisation. They describe the way in which directors, staff and players of the Club behave, interact & work together and determine the culture of the Club. Our values are held in high regard and protected by every member on the on-field and off-field team.

Respectful	All people are treated with respect regardless of their background or position.
Precision	We seek excellence in everything that we do and always look for ways to improve.
Adventurous	We enjoy facing our industry's challenges and embrace progress with open arms.
Conviction	Everyone involved with the Club is fully committed and gives 100 percent effort.
United	We are selfless, we support and care for each other and we collaborate across our Club.
Commercial & considered	We drive for good commercial outcomes but always take the needs of our stakeholders into account.
Integrity	We uphold high standards of behaviour, have deep respect for honesty and always work within the rules.

Our mission is to be the greatest team of all: a Club people can be proud of because of how we play the game, live our values, conduct business and engage with the community.

Title	Corporate Partnerships Account Manager
Reports to	Corporate Partnerships Manager
Department	Partnership and Sales
Term	Permanent, Full Time
Core purpose	To deliver exceptional client service and outcomes by managing a portfolio of some of Australia's strongest brands and commercial partners.
Responsibilities and duties	Your responsibilities & duties will include: <ul style="list-style-type: none">Account manage multiple Elite and Premier Partner/s with a sound customer service focus that drives agreed partnerships outcomes.

- Timely and accurate delivery of contractual entitlements which meet or exceed client expectations, with the objective of Partner retention and/or growth in revenue.
- Develop and implement annual activation plans that deliver on the objectives for each Partner (including, but not limited to, Promotions and advertising roll-out, social media, engagement strategies, ticketing, digital communications, match day activations).
- Maintain and develop strong relationships with corporate partners, corporate hospitality clients, advertisers and critical commercial stakeholders.
- Work collaboratively alongside Partners to uncover additional needs and objectives which will further deepen, expand and strengthen partnerships.
- Identify, facilitate and report on business-to-business opportunities to drive mutual relationships, commercial opportunities and shared learnings between Partners and stakeholders.
- Collaborate with marketing and content services to create and execute Partner campaigns and activations, while ensuring appropriate analysis and insights are reported to demonstrate return on investment and value for the Partner.
- Prepare and present periodic formal reviews and insights on Partnership deliverables and objectives to demonstrate commercial value and alignment.
- Work with the Corporate Partnerships Manager to have an understanding of the corporate budget so as to ensure budgeted revenues and expenses for each Partner in the portfolio are accurately maintained and be able to assist the team in achieving specific partner and overall commercial KPI's.
- Assist in hosting corporate functions or Club events when required in a professional and comfortable manner.
- Build a solid working knowledge and understanding of Club and Stadium commercial assets.
- Assist with developing strategies, Partner reporting and proposals for existing Partners and prospective business.
- Provide sales and administrative assistance for the Club's corporate hospitality program.
- Develop strong working relationships with internal and external stakeholders, to ensure communications and content is efficiently shared and outcomes are maximised.
- Lead and assist the Partnerships and Sales team through commercial asset planning, scheduling and implementation.
- Develop a sound working knowledge of the Club's CRM program to efficiently record Partner and hospitality entitlements and revenues.
- Other duties as directed that will support the Partnerships and Sales team sell and deliver all commercial operations assets to new and existing sponsors, advertisers and hospitality partners.

Position description:

CORPORATE PARTNERSHIPS ACCOUNT MANAGER

April 21



Skills and attributes	<ul style="list-style-type: none"> ▪ Minimum 3 years of proven success in account management or a similar role. ▪ Key relationship building and account management skills with experience in customer service and customer retention. ▪ Demonstrated experience working independently and within a team to achieve KPI's. ▪ Excellent written, verbal and administrative skills. ▪ Strong leadership and people management skills. ▪ Experience in negotiation and client renewal. ▪ Polished presentation and professionalism. ▪ Team orientated approach and excellent people skills including the ability to develop and foster relationships with a wide range of clients and service providers. ▪ Ability to manage own workload and work unsupervised, including being proactive in seeking opportunities and areas of improvement. ▪ Excellent time management and prioritisation skills. ▪ Experience in managing budgets. ▪ Proficient computer / IT skills - Aptify, Salesforce experience is desirable.
Qualifications	<ul style="list-style-type: none"> ▪ Tertiary qualifications in marketing, business, sports management or related field
Appraisal(s)	<ul style="list-style-type: none"> ▪ 6 monthly performance reviews conducted by the Corporate Partnerships Manager
Other	<ul style="list-style-type: none"> ▪ Current driver's license ▪ Available to work on match days and at other events as required ▪ Victorian Working with Children Check ▪ National Police Check

