



Commercial Development Manager

An opportunity has become available for an experienced and motivated Commercial Development Manager to join the Gold Coast SUNS.

As a key member of the Commercial team, the Commercial Development Manager will play a pivotal role in leading the development of business connections and commercial initiatives across our partner and corporate hospitality portfolio.

Key Responsibilities:

- Develop a comprehensive stakeholder management plan to build B2B and B2C relationships across partners, hospitality, general members, and key stakeholders.
- Identify and cultivate commercial opportunities to enhance ROI across our partner and stakeholder network.
- Take charge of driving new business introductions, including partners, hospitality members, general members, and key stakeholders.
- Assist in managing and driving leads and sales for the commercial and membership team.
- Innovate new concepts, campaigns, and ideas to generate new clients and prospects within our stakeholder network.
- Oversee a dedicated B2B & B2C introduction process among partner and member networks.
- Manage the Corporate Customer Relationship Management Program (CRM) to ensure excellent customer service and communication.
- Expand the Club's corporate CRM database and establish a 'single view of the customer.'
- Develop a comprehensive reporting process to track and record Gold Coast SUNS facilitated B2B and B2C sales results.
- Build, manage, and update the database of B2B/B2C clients and prospects.
- Provide leadership across the business.
- Develop a plan to utilise match-days to enhance the B2B & B2C introduction and delivery process.

Essential Qualifications

- Strong personal brand embodying the GCFC values.
- Qualification in Business Management (or similar).
- Extensive commercial network.
- Robust sales background with experience in creating leads and developing opportunities.
- Experience in developing sales strategies and plans, with a track record of achieving targets.
- Strong team player fostering a cohesive team environment.
- Successful track record in relationship building and negotiation.
- Outstanding personal presentation and communication skills.
- Ability to effectively manage conflicts to maintain intact relationships.
- Project management skills.
- Effective communication across all levels of stakeholders.
- Commitment to personal learning and development.
- Strong self-awareness and awareness of differences in others.

Desirable:

- Similar role within the sporting/entertainment industry.
- Knowledge of CRM Databases such as Salesforce & Archtics.

If you are passionate about driving commercial success within a dynamic sports environment, along with the essential qualifications and skills, and you aspire to contribute to the success of the Gold Coast Football Club while being part of our exciting journey in this newly created role, we encourage you to apply now.

link to apply via our Candidate Portal -

https://goldcoastfc.secure.force.com/recruit/fRecruit_ApplyJob?vacancyNo=VN089

Application closing date 22 April 2024

Please note previous applicants need not apply.

Only applications received via the portal will be considered.