

POSITION DESCRIPTION



OVERVIEW

TITLE	Business Development Executive
DEPARTMENT	Commercial
LOCATION	Sydney (Head Office) / NSW
REPORTS TO	Senior Business Development Manager
WORK TYPE	Full-Time Permanent
HOURS/DAYS PER WEEK <i>(part-time, casual or contractor only)</i>	
START DATE	ASAP
END DATE <i>(FT/PT fixed term contract or contractor only)</i>	

ACCOUNTABILITY

Number of direct reports <i>(How many people directly report into this role?)</i>	0
Number of indirect reports <i>(How many people indirectly report into this role?)</i>	0
Budget responsibility in \$ <i>(State whether prime, shared or contributory responsibility)</i>	

ABOUT US

Football Australia is the national governing body for football in Australia and a member of Fédération Internationale de Football Association (FIFA), the international governing body for football. It governs all national teams, the A-Leagues (in Football Australia's capacity as the regulatory body), Australia Cup, National Premier Leagues and leads state, community, and grassroots football.

OUR CULTURE & VALUES

Football in Australia is a melting pot of approximately 2 million participants represented by over 200 different cultures, we proud to be the most diverse and globally connected sport within the Australian sporting landscape.

Football Australia's purpose is to *'bring communities together through football - connecting Australia to the world'* while having a vision to *'be a leading football nation where everyone is inspired to live and love the game'*.

To achieve this, we live by our company values which include:

- 1. Impact On & Off the Field:** Challenge the way we think and do to seek ways to grow the impact football has, influence industry thought leaders.
- 2. Inclusive & Diverse Football for all:** Football is embedded in the nation's social fabric, follows the story of Australia, be accessible for all

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3. **A United Team:** Bringing people together to unleash the power of football and to deliver the vision, we bring the team spirit to the game
4. **Trust:** Building trust across the whole football community, be trusted custodians of the game, act with integrity and objectivity

BACKGROUND & PURPOSE OF THE ROLE

- It's an exciting time to be involved with Football. Following a period of significant growth, the Business Development Executive is a newly created role within Football Australia's Commercial team, focused on revenue generation for Football Australia's commercial rights
- Supporting the Senior Business Development Manager, the BDE will be focused on securing new commercial partnerships for all Football Australia properties, including two of Australia's most loved sports teams - the Subway Socceroos and CommBank Matildas - plus the Australia Cup, MiniRoos, NPL, PlayFootball network and newly created programs
- The successful candidate will be responsible for managing the full sales cycle including researching and targeting priority categories and areas for revenue growth, developing rights packages and go-to-market strategies, writing and producing sales materials, and assisting with the negotiation and closing of new sponsorship / commercial contracts
- Importantly, the role will involve working closely alongside Football Australia team-mates to co-ordinate and enhance the commercialisation efforts across the business, involving stakeholders from many departments
- We pride ourselves on being a team that internal and external stakeholders want to work with and are looking for a gun BDE who is passionate about the impact the Beautiful Game can deliver for our current and future partners

ROLE RESPONSIBILITIES

- Work closely with the Senior BDM to drive revenue growth and achieve annual commercial revenue budget through commercial rights sales
- Develop and articulate compelling, structured, long-term partnership opportunities and rights packages for the team to take to market
- The BDE will be responsible for creating factual, tailored sales documents and multimedia presentations underpinned by research and insights to effectively target prospective brands aligned to key categories
- Assist in the end-to-end management of entire sales cycle working alongside agency partners: Research and insights, generating new leads, meeting and presenting to prospects, negotiating, contracting. Maintaining the team's sales pipeline and ongoing reporting is a critical part of this role
- Monitoring and staying ahead of industry trends, news, and developments across multiple markets
- Work collaboratively and proactively with Football Australia's Digital, Content, Community, Marketing, Legacy, Media, and Legal teams

ROLE OUTCOMES/ DELIVERABLES

Financial & Commercial

- Drive revenue growth through commercial rights sales
- Achieve annual commercial revenue budget

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Role Specific:

- Support Senior Business Development Manager in delivering an enhanced end-to-end commercial sales process
- Creation of exceptional sales assets, presentations, and other materials working alongside internal colleagues and external agency support from time to time
- Monitor and stay ahead of industry trends, news, and developments across multiple markets to identify new opportunities
- Generate new business leads, meet with prospects, develop rights packages
- Positive internal and external stakeholder management, maintaining and establishing new relationships to grow football in Australia

MAJOR INTERACTIONS

- Senior Business Development Manager
- Head of Commercial and Events
- Senior Partnerships Account Managers
- Sponsors and other Commercial partners
- Agency partners
- Media partners
- Internal stakeholders such as legal, marketing, media, community, national teams

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential

- 3 years in a similar role
- Meticulous attention to detail and highly organised
- Methodical and measured in your approach to solving problems
- Highly capable with Microsoft Office for developing sales collateral
- Passionate about sales and building meaningful relationships
- Outstanding interpersonal skills
- Excellent written and verbal communication skills
- Comfort presenting to mid-senior management
- Ability to work autonomously, demonstrate initiative, and proactively solve problems
- Ability to articulate clear understanding of data and analytics to justify deal proposals and structure
- High doses of positivity, enthusiasm, curiosity, passion, flexibility, and resilience
- Committed in the service of delivering results and being a key contributor in a high performing team
- Advocacy for the power of sport and entertainment to drive B2B and B2C marketing outcomes
- Proven success in a competitive sport sponsorship / business development environment
- Experience in managing an end-to-end sales cycle from preparation and research, prospecting, presenting, and assisting with the negotiation and closing of new commercial partnerships
- Superior understanding of brand consumerism, and domestic and global sponsorship markets

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Desirable	<ul style="list-style-type: none"> • Knowledge of Photoshop, InDesign, video editing, sales software, and related tools a strong plus • Pre-existing commercial pipeline and relationships favourable
QUALIFICATIONS	
Essential	
Desirable	
UNIQUE CRITERIA	
<p>The following selected items identify the requirements of the role</p> <p><input checked="" type="checkbox"/> Out of hours and weekend work</p> <p><input checked="" type="checkbox"/> Intra and/ or Interstate travel</p> <p><input type="checkbox"/> International Travel</p> <p><input type="checkbox"/> Significant periods of work away from home</p> <p><input type="checkbox"/> Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation</p>	
ADDITIONAL REQUIREMENTS	
<p>To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role</p> <p><input type="checkbox"/> National Police Check</p> <p><input checked="" type="checkbox"/> International Criminal History Record for each country (other than Australia) in which you have resided for 12 months or more in the last 10 years (if applicable)</p> <p><input checked="" type="checkbox"/> Full working rights in Australia</p> <p><input checked="" type="checkbox"/> Working with children check (paid/ employee) or state- based equivalent</p> <p><input type="checkbox"/> Working with children check (volunteer) or state- based equivalent (volunteer roles only)</p>	