

## Partnerships Manager – POSITION DESCRIPTION

<b>Position</b>	<i>Partnership Manager, North Harbour Rugby Union (“NHRU”)</i>
<b>Reports to (title)</b>	<i>General Manager, NHRU</i>
<b>Direct reports</b>	As per NHRU organisational chart
<b>Functional relationships with</b>	Union staff; Council of Clubs; NZRU staff; The Blues; Other Provincial Unions; NHRU Council of Clubs; Mitre 10 Cup management team; other stakeholders.
<b>Salary and other Benefits</b>	Salary Use of a company vehicle & phone.
<b>MAIN PURPOSE OF POSITION</b>	
<p>The <i>Partnerships Manager</i> is to lead and manage HarbOUR Rugby’s Community and Commercial Partnership strategy and performance.</p> <p>Accountable for growing and maximising Harbour Rugby’s ability to provide genuine value to our community, (Clubs, Schools, Volunteer, various Harbour Rugby competitions), through community and commercially-focused partnerships.</p> <p>Overseeing the execution and promotion of all commercial and community partnerships.</p> <p><b>HarbOUR Purpose</b></p> <p>Improve Lives, Through Rugby</p> <p><b>HarbOUR Vision</b></p> <div style="text-align: center;"> <p>The diagram illustrates a cyclical relationship. At the top left is the text 'Growing People', and at the top right is 'Connected Community'. A curved arrow points from 'Growing People' to 'Connected Community'. Another curved arrow points from 'Connected Community' down to 'HarbOUR RUGBY A Community Driven Provincial Union'. A third curved arrow points from 'HarbOUR RUGBY' back up to 'Growing People', completing the cycle.</p> </div>	
<b>RESPONSIBILITIES</b>	
<b>Lives the HarbOUR Way</b>	<ul style="list-style-type: none"> <li>• Be A TEAM “Put the Team first &amp; be proud of who we represent”</li> <li>• Be CONNECTED “Connect together and with our Community”</li> <li>• Be ABOUT PEOPLE “Value our people and help others reach their goal”</li> </ul>

	<ul style="list-style-type: none"> <li>• Be THE EXAMPLE “Lead with Integrity and do what we say we are going to do”</li> </ul>
<b>Personal Standards</b>	<ul style="list-style-type: none"> <li>• Customer and relationship focus;</li> <li>• Deliver what s/he promises; delivers on targets and within agreed timeframes;</li> <li>• Drives a culture of continuous improvement, sets high standards for self and others;</li> <li>• Ethical; trustworthy; respected; high levels of personal integrity</li> </ul>
<b>Strategic Focus</b>	<ul style="list-style-type: none"> <li>• Understands NHRU’s drivers, can champion our mission and vision;</li> <li>• Can translate these to develop and implement a comprehensive Partnership and Promotional strategy to increase business revenues and create mutually advantageous leverage opportunities.</li> </ul>
<b>Development and Negotiation</b>	<ul style="list-style-type: none"> <li>• The development, sale and management of sponsorship properties for NHRU;</li> <li>• The development, sale and management of hospitality packages</li> <li>• Prospecting for likely sponsors, donors and any other means of revenue-generation;</li> <li>• Development of creative sponsorship benefits and oversight of their execution;</li> <li>• Assist with sponsors’ functions and team appearances, as per contractual obligations;</li> <li>• Development of revenue re advertising opportunities – ground signage; match day programmes; grass graphics; billboards; create new advertising opportunities</li> </ul>
<b>Sponsor relations</b>	<ul style="list-style-type: none"> <li>• To be the senior relationship manager and day-to-day point of contact for sponsors;</li> <li>• Work with sponsors to leverage the sponsorship value, especially for M10 Cup season;</li> </ul>
<b>Marketing &amp; Promotion</b>	<ul style="list-style-type: none"> <li>• To market the NHRU brand, both for commercial and community purposes;</li> <li>• Promote rugby in the community;</li> </ul>
<b>Ticketing, Membership and Events</b>	<ul style="list-style-type: none"> <li>• Development and management of the of NHRU ticketing and membership packages for the Mitre 10 Cup;</li> <li>• Be available to work at NHRU events, as required;</li> </ul>
<b>Organisation and Administration</b>	<ul style="list-style-type: none"> <li>• Preparation of planning and reporting documentation as required.</li> <li>• Management of the sponsorship and prospecting database.</li> <li>• Excellent standards of written and verbal communication.</li> <li>• Be responsible for databases for streamlined contact with all sponsors, players and other stakeholders.</li> <li>• Operate within budget at all times.</li> </ul>