



POSITION DESCRIPTION / JOB ADVERTISEMENT

Position Title:	Commercial and Funding Manager
Status:	Permanent Full-time
Salary Range:	\$100,000 - \$120,000
Reports To:	Chief Executive Officer
Location:	Sir Owen G Glenn National Aquatic Centre, 14 Antares Place, Mairangi Bay, Auckland

Position Purpose:

Swimming New Zealand is the governing body of swimming in NZ, responsible for the development, growth and leadership of this high-profile sport.

To help achieve Swimming NZ's vision and purpose, we are now seeking an exceptional **Commercial and Funding Manager** who will lead the implementation of the organisation's newly developed 2024 - 2028 Revenue Strategy.

The 2024 - 2028 Revenue Strategy aims to enable the overarching 2028 Strategic Framework by supporting and enhancing its delivery through optimising existing revenue streams and identifying new high-potential revenue opportunities. The **Commercial and Funding Manager** will be tasked with leading the strategic revenue generation priorities identified including commercial, funding, philanthropy and programmes/products. This role will also lead revenue generation across events/livestreaming and licensing.

Working collaboratively with the wider Swimming NZ team, the **Commercial and Funding Manager** will have a unique opportunity to measurably and positively impact Swimming in NZ.

This is a hands-on position that will require the successful candidate to take an active and lead role in identifying and pursuing revenue opportunities across Swimming NZ's strategic outcomes. Combining sales and servicing, this role requires a highly motivated, innovative and collaborative individual.

The successful applicant will have:

Experience:

- Proven success working in a commercial environment with a minimum of 3 years experience in a similar role
- Proven experience successfully implementing a commercial / funding strategy with ambitious targets
- Demonstrated sales experience, achieving commercial and revenue outcomes for an organisation
- Involvement with commercial and contract negotiations
- Experience in partner servicing/management, marketing and/or account management, ensuring delivery of benefits in exchange for investment
- Ideally, but not essential, a good understanding of the NZ sporting sector and its impact

Skills / Competencies:

- Excellent strategic thinking and decision-making skills
- Strong commercial acumen and analytical skills
- Ability to lead commercial pitches and negotiations
- Exceptional stakeholder management skills and ability to build rapport
- Strong interpersonal and communication skills
- Self-starter and active team player
- Strength in effectively collaborating across internal and external teams
- Ability to advocate for partners and stakeholders
- A record of effective problem-solving
- Demonstrated ability to perform effectively under pressure
- Be highly organised and motivated to achieve success
- Strong presentation skills and attention to detail
- Ability to actively contribute to a positive working culture

Key Responsibilities:

Strategic Planning and Leadership:

- Implementation of the 2024 - 2028 Revenue Strategy, providing regular reporting to the CE and Board against endorsed KPIs
- Leadership and oversight of commercial partnership, funding, philanthropic, event, programme/product and licensing revenue for Swimming NZ
- Contribute to Revenue Strategy reviews and updates, using knowledge of sector and environment insights and trends

Commercial, Funding and Philanthropic Partnerships:

- Identify and secure new strategic and aligned opportunities across commercial, funding and philanthropy
- Develop strategic and compelling partnership propositions and proposals
- Ensure existing partners are aligned with the endorsed partnership framework and value proposition
- Target and secure new partners that align with the endorsed partnership framework and value proposition
- Work with existing and new partners to develop leverage activities that are appropriate and maximise value to both parties
- Lead the ongoing servicing of each partnership, ensuring regular communications and delivery of benefits
- Drive partner reporting and contract renewal processes with a view to successful long-term arrangements
- Maintain a database of all prospective partners and funders
- Own the funding plan/calendar, leading application and accountability processes
- Analyse, confirm and implement an appropriate structure for philanthropic success
- Drive philanthropic activity and campaigns
- Champion and advocate for these partnerships across Swimming NZ

Programmes / Product Revenue Generation:

- Optimise and grow existing Swimming NZ commercial programmes, leveraging Swimming NZ's IP, mana and connections to create and capture additional value
- Create partnerships as appropriate with key market operators and influencers to build scale
- Lead the feasibility and development of identified and new opportunities
- Explore entry into new markets, including optimal product offering
- Optimise National Event Programme revenue model to reduce dependence on user pays and lead the commercialisation of hosted international events
- Optimise live streaming commercial integration aligned to the new partnership framework
- Identify commercialisation opportunities to be considered and incorporated into the design of new technology platform(s)
- Review and optimise the commercial model of existing platforms and apps supported by Swimming NZ
- Determine the opportunities for a licensing programme, including working with current partners

Stakeholder Management / Relationships:

- Develop and build strong and successful relationships with external organisations e.g. commercial partners, funders, philanthropists, programme partners etc.
- Establish productive and effective relationships with relevant internal parties e.g. Marketing / Digital and Events
- Work collaboratively with and identify opportunities encompassing the wider Swimming NZ network i.e. the Aquatics Collective

Applications should be emailed to the Swimming NZ CEO at steve@swimming.org.nz and should include a current CV and a maximum one-page cover letter outlining why you would be the best candidate for this role.

Applications close at 4pm, 31 July.

Further information about Swimming NZ can be found at www.swimming.org.nz