



CENTRAL COAST BASKETBALL

COMMERCIAL SALES & PARTNERSHIPS MANAGER POSITION DESCRIPTION

Location	Breakers Indoor Stadium, Terrigal
Status	Full Time (38 Hours per week)
Commencement Date	ASAP
Salary	Package based on experience to include weekly salary, superannuation and commission.

Summary

Central Coast Basketball is seeking an individual with a proven track record in sponsorship sales across a portfolio of external commercial partners and internal assets.

Given the importance of this role, the remuneration package offered comprises salary and superannuation, plus open-ended sales commission.

Position Description

1. Strategic Sales & Partnership Development

- Identify and pursue new sponsorship and advertising opportunities to drive revenue growth, ensuring alignment with the Association's goals and values.
- Develop and implement sales strategies to attract and secure new sponsors and advertisers.

2. Comprehensive Understanding, Expansion and Promotion of CCB Offerings

- Develop a clear understanding of all that the Association offers, including brand and intellectual property, and how each element complements the wider strategy and offers benefits to potential partners.
- Combine these elements into a narrative that can be understood by potential partners and demonstrates a return on their objectives.

3. Asset Management and Collateral Development

- Create, maintain, and grow an asset register that offers tangible benefits to partners.
- With the support of the Marketing team, create and disseminate appropriate collateral for potential partners.

4. Relationship Building/Growth and Agreement Management

- Build relationships with businesses and organisations to understand their needs, and shape multi-year agreements for Central Coast Basketball to support.
- Maintain positive ongoing relationships with all partners, delivering and ideally exceeding agreements to ensure high levels of retention.

5. Innovation and Partner Governance

- Devise and make business cases for new activities to benefit the Association.
- Maintain accurate contact management records to brief the General Manager, Board, and others.



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Key Competencies

You will have achieved success in end-to-end sales across a portfolio of external commercial partners and internal assets.

You will be able to assess, combine and articulate the value of the Association's assets to potential partners throughout the life of any partnership. You will be able to record and manage a portfolio of assets on an ongoing basis to ensure the Association delivers its objectives throughout the life of the relationship to secure repeat agreements.

You will be passionate about driving and maintaining strong business relationships and have high levels of communication, personal and presentation skills. You will be self-motivated and innovative to recognise, create and deliver sales opportunities as they arise to maximise revenue for the Association.

Remuneration, Sales Commission, KPIs

Remuneration will be based on experience, with KPIs and open-ended commission provided on successful sales revenue and long-term retention. Additional KPIs will focus on portfolio management.

Notes

Working with Children Check & National Police Check are required. The Association will cover the cost if not already achieved.

There will be times where the postholder will be required to work (including travel time) outside normal working hours and are considered in the role's 38-hour week.

Any travel using a personal vehicle for work purposes will be reimbursed at the prevailing rate. A company credit card will be provided for expenses accrued.

Central Coast Basketball may alter the role and responsibilities in accordance with the needs of the business. Any changes will be discussed prior to implementation.

To Apply

Send a cover letter, CV, examples of your work where possible, and remuneration expectation to: manager@ccbasketball.com.au 10 March 2025.

It is advisable to apply early as interviews will commence as suitable candidates emerge and a decision may be taken immediately after the closing date.



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