**Head of Commercial and Brand**

**Basketball Ireland**

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| **1.** | **Job title** | **Head of Commercial and Brand, Basketball Ireland**  Basketball Ireland is the national governing body for Basketball in Ireland. It is part of FIBA, the world governing body for basketball. The organisation’s primary role is to promote, develop, and support basketball at all levels and it receives support from Sport Ireland in this role. We are now looking to recruit a Head of Commercial and Brand. |
|  | **Location** | Dublin Arena |
|  | **Responsible to** | Chief Executive |
|  | **Responsible for:** | Generating commercial income for the organisation, with a particular focus on securing and managing commercial sponsorships and developing new revenue streams. The brand brief is a vital element of the commercial brief. It will also include other important supervisory or liaison responsibilities |
|  | **Contractual Status** | Full-time |
| **2.** | **Role summary** | The Head of Commercial and Brand will lead the organisation in income generation from the commercial sector. He/she will set targets, generate income and work across the organisation to manage the delivery of commercial benefits.  This job description below is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation, as determined by the Chief Executive |
| **3.** | **Key responsibilities,**  **main tasks and activities** | Liaise and work with the Chief Executive to develop and implement a new overall commercial strategy for the organisation, as well as developing the profile of basketball in the business, commercial and brand world.  **Develop New Business/Commercial Revenues:**   * Help develop a brand/marketing proposition for Basketball Ireland to promote the sport in a credible way * Implement a robust new business process across the organisation, including research and analysis of potential commercial prospects * Development of new sponsorship and partnership proposals * Generating and following up new commercial leads, securing meetings and presenting the organisation and our offer in the most advantageous way * Working with the Chief Executive to negotiate contracts * Look to secure a naming rights contract for a redeveloped National Arena * Develop a Patronage Programme to take advantage of Irish diaspora, particularly in the USA * Ensure that commercial partners fit with the brand and do not infringe on other important organisational relationships * Manage and grow the Basketball Ireland database, making best use of data and insights   **Managing sponsorship and partnership relations**   * Further develop the existing sponsorship and partner relationships * Manage the delivery of benefits for commercial partners, including approval on branding design and production of inventory * Liaising with colleagues on ticketing and event attendance to maximise ticketing and hospitality revenues * Develop and create a quality hospitality offering at all our key events * Maximising the use of Basketball Ireland’s database and digital platforms from a commercial standpoint in association with colleagues * Liaising elsewhere across the organisation as required, in particular with other key internal stakeholders, volunteers and committees * Develop robust evaluation methodology and review techniques to monitor partnerships, quantify success, and identify areas for improvement * Maintain accurate records of sponsorships and partnerships electronically and in hard files, to ensure accurate reporting to the Chief Executive, to the board, and to partners * Manage all the commercial licensing contracts and take charge of the retail and online commercial sales propositions * Network and make contacts with all relevant organisations which may be useful to you in your position, such as Sport Ireland, the OFI and others   **Financial management**   * Work with Chief Executive to set the income target for the year * Manage the expenditure of the commercial budget across the year   **Brand**   * Ensuring correct application of Basketball Ireland brand deck and suite of Basketball Ireland assets/programmes * Leading development of new Basketball Ireland brand concepts, as required, in liaison with other key stakeholders and colleagues   **Shared Responsibility with Colleagues**   * Provide significant input to colleagues to maximise the PR/communications, marketing, social media, networking, and other opportunities * Liaising with colleagues in the delivery of key events and ceremonies * Relationship management, including regular liaison, provision of information, updating the website, assisting with the development of an e-newsletter etc * Initiation of and hosting hospitality opportunities where appropriate at key events * Raising awareness of sponsor needs/objectives across the organisation and amongst other delivery partners |

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| **Person specification** | | **DESCRIPTION** |
| 1. **Qualifications** | |  |
| **Essential** | | Degree or similar qualification  Current Driving Licence with the ability/willingness to travel countrywide |
| **Desirable** | | Sponsorship or sales qualification |
| 1. **Experience** | |  |
| **Essential** | | At least three years’ experience in a commercial sales environment  Proven success in sales, including demonstrable success of selling on a one–to–one or one–to–group basis  Proven success of developing client relationships  Proven success of managing/implementing new business pipeline  Proven computer literacy including email, MS Office, content management systems, generation of high quality presentational materials |
| **Desirable** | | Proven experience in the sports sector |
| 1. **Knowledge** | |  |
| **Essential** | | Knowledge of the commercial environment and sector  An understanding of the sports business landscape |
| **Desirable** | | An understanding of the sports funding system in Ireland  Personal knowledge of the sports business landscape |
| 1. **Skills and abilities** | |  |
|  | | **Planning and Delivery** |
| **Essential** | | Self-starter, happy to work alone as well as part of a team  Tenacity and drive  Ability to manage multiple projects  Ability to effectively prioritise and plan own workload and remain outcome orientated  Flexibility to respond to external or internal changes, maintaining equilibrium/focus  Ability to budget and monitor spending  Ability to plan against a timeline and meet deadlines |
| **Desirable** | | Familiarity with databases and contact management tools and techniques |
|  | | **Problem solving/decision making** |
|  | **Essential** | Driven by results, with a strong desire to succeed  A positive approach to problem solving, decision making and dealing with a wide range of people, including senior stakeholders  Confident and comfortable negotiating with a variety of people at all levels  Ability to remain calm and respond positively to challenging situations and difficulties |
|  |  | **Communications and Influencing** |
|  | **Essential** | Ability to influence people and use influencing skills to deliver results  Ability to assert authority in order to meet agreed timescales  and deadlines and to overcome problems  Excellent listening skills  Impressive communicator, able to present well both verbally and in writing  Excellent inter-personal skills, to liaise and build relationships with existing stakeholders, potential sponsors, and partners as well as internal delivery team  Ability to develop a strong and varied network of contacts across the sponsorship, business/brand and sports industry worlds  Ability to produce presentations and reports and present them as required  Ability to negotiate with and influence a range of people  Charisma and personal presence |
|  | **Desirable** | Existing network of contacts across the sponsorship, business, brand and sports industry worlds  Extensive social media network and/or profile across the industry |
|  |  | **Management and leadership** |
|  | **Essential** | An active approach and willingness to get involved  Ability to influence and engage  Ability to negotiate and deal with conflict  Ability to oversee and coordinate projects |
|  | | **Other Essential Requirements**  The willingness to travel to meetings/events and work unsocial hours at weekends and evenings where required  The ability to be flexible and adaptable in performing tasks which are normally outside the job specifications but considered commensurate with the role |