



## Dragons Rugby Commercial Manager

### Role Description

<b>Job Title</b>	Commercial Manager.
<b>Salary</b>	Competitive, subject to experience. Plus potential incentives.
<b>Location</b>	Primary base Rodney Parade Stadium, Newport.
<b>Hours of Work</b>	35 Hours a Week, 9am to 5pm, including Matchdays and Events.
<b>Responsible to:</b>	Dragons Rugby - Head of Commercial.
<b>Responsible for:</b>	Dragons Rugby - Commercial Administrator. Support the Head of Commercial with Line Management Activity.
<b>Contractual Status</b>	Permanent, Full-Time.
<b>Role Summary</b>	<ul style="list-style-type: none"><li>• Lead on engagement with Dragons Rugby's Commercial partners, ensuring detailed planning, communication and associated delivery of agreed commercial inventory/initiatives.</li><li>• Support the Management and Administration of all Dragons Rugby Commercial activity, across all Departments.</li><li>• Ensure all of Dragons Rugby's Commercial responsibilities and requirements are delivered across all Rugby and Operational activity and Home Fixtures.</li></ul>
<b>Key Relationships</b>	<ul style="list-style-type: none"><li>• Dragons Rugby Head of Commercial</li><li>• Dragons Rugby Marketing Department</li><li>• Commercial Partners</li><li>• Dragons Rugby Operations Department</li></ul>

<p><b>Key Responsibilities, Tasks and Activities</b></p>	<ul style="list-style-type: none"> <li>- Lead on Engagement with Dragons' Commercial partners, and ensure delivery of agreed Commercial inventory/initiatives, including but not limited to:             <ul style="list-style-type: none"> <li>• Managing CRM (Commercial Relationship Management) toolset to ensure Dragons' Commercial Dept aware of status of Partnerships and deliverables, including renewal timelines and partnership incremental growth opportunities.</li> <li>• Ensuring delivery of R.O.I (Return on Investment) to Corporate Partners, leading on all required management and engagement of such activity with Dragons' other Depts (Rugby, Marketing, Community etc).</li> <li>• Deliver regular communications (Partnership Review Meetings, Newsletters etc) and bespoke Dragons Corporate Events, to increase engagement and the value of involvement for our Corporate Partners.</li> </ul> </li> <li>- Support the Management and Administration of Commercial activity across the Dept through:             <ul style="list-style-type: none"> <li>• Capturing and processing all Commercial related financial and budget management activity.</li> <li>• Ensuring all Corporate Partnership are recorded, and adequately administrated through to Contracting and Invoicing.</li> <li>• Manage the Dragons' Commercial Inventory, ensuring awareness of pricing strategy, availability, and potential opportunities is clear and consistent across the Business.</li> </ul> </li> <li>- Ensure delivery of Dragons' Commercial Stadium and Matchday Activity, including but not limited to:             <ul style="list-style-type: none"> <li>• Advertising commitments including Digital, Social Media, Ad Boards/Banners.</li> <li>• Deliver all Commercial Hospitality &amp; Matchday Sponsorship commitments, leading on player support for Matchday commitments.</li> <li>• Ensure delivery of all of Dragons' Pro14 or EPCR Commercial commitments (Print/Digital Media, Stadium Branding, Man of Match presentations etc).</li> </ul> </li> </ul>
<p><b>Continued Professional Development</b></p>	<p>Dragons Rugby commit to providing the required training and exposure to continue to professionally develop within the advertised role.</p>

## Personal Specification

<b>Experience</b>	<ul style="list-style-type: none"><li>• Commercial Experience (Desired)</li><li>• Relationship Management (Essential)</li><li>• Communication with External Stakeholders (Essential)</li><li>• Professional Sports Exposure (Desired)</li><li>• Managing Professional Teams (Desired)</li></ul>
<b>Skills &amp; Qualifications</b>	<ul style="list-style-type: none"><li>• Educated to Degree Level or Equivalent Professional Experience (Essential)</li><li>• Professional Commercial Qualifications (Desired)</li><li>• Leadership and Management (Essential)</li><li>• Organisational, Administration &amp; IT (Essential)</li><li>• Communications - Verbal and Written (Essential)</li><li>• Strategic Planning (Desired)</li><li>• Influencing (Essential)</li></ul>
<b>Applications</b>	<p>To register interest in this role, potential candidates are requested to submit a Cover Letter and CV, outlining suitability for Commercial Manager position to: <a href="mailto:careers@dragonsrugby.wales">careers@dragonsrugby.wales</a></p>