NORTHERN DISTRICTS CRICKET

Position Title	General Manager Commercial & Experience
Employer	Northern Districts Cricket Association
Full-time / Part-time	Maternity Fixed Term April 2023
Date	January 2022
Reports to	CEO
Key Internal Relationships	ND Cricket Staff, Players, Board
Direct Reports	Marketing and Communication Manager, Event Manager
Key External Relationships	Partners, Funders, Hospitality clients, Members, New Zealand Cricket
Primary Objectives	• To grow commercial revenue through existing and new business opportunities • Lead an Event Manager in the sales and delivery of ND's public and corporate membership and events, including match day hospitality, golf day, corporate cricket, auction night, fundraisers, and other opportunities, as required • To manage the relationship of ND partners and funders and to oversee the deliverables at exceptional standards • To assist in the planning and execution of ND partner events to grow attendance and engagement in our brands • To lead a team to deliver an exceptional consumer experience during events of which ND is responsible • Operational delivery of corporate hospitality at domestic and international matches owned by ND • Deliver on all Northern Districts Cricket Commercial obligations and activities
Location (office)	Hamilton, New Zealand
Remuneration	Structured to attract high quality candidates
Start Date	Negotiable

1. Technical and Personal Competencies

(a) Mandatory

- Background in commercial sales and relationship management
- Proven success in commercial sales, marketing, and events
- Strong work ethic
- Willing to test the boundaries of convention
- Effective written and verbal communication skills
- An ability to work flexible hours
- An ability to self-manage and effectively prioritise tasks

(b) Highly desirable

- Thorough understanding of consumer experience through events
- Philanthropy fundraising experience
- Knowledge of cricket

2. Key Challenges / Performance Indicators

- Commercial, hospitality, fundraising and event revenue growth
- Provide the best partnership experience in a highly competitive marketplace
- Engagement with consumers (players, fans, sponsors, etc.) through first class events
- Increase match attendance at Super Smash fixtures
- Converting interest in cricket to tribalism and passionate engagement

3. Key Responsibilities and Accountabilities

Commercial Revenue

- Produce high level partner proposals
- Identify new revenue streams
- Generate and execute approved plans to achieve membership revenue targets
- Oversee the promotion and execution of the major fundraising events
- Actively sell hospitality packages to maximise event income
- Manage relationship and revenue streams from engaged vendors
- Manage sponsorship database to ensure execution and partner deliverables are met

Events

- Oversee the Event Manager and the delivery of all events, to help ensure that all such events and matches are managed in a professional manner while maximising income
- Elevate the customer experience at the cricket
- Oversee a yearly commercial event calendar that is innovative and first-class
- Engage with NZC as required across internationals and domestic cricket
- Budgeting
- Strong engagement and relationship management with key event stakeholders such as New Zealand Cricket, Major Associations, Commercial Partners, Charity Partner(s) etc.
- Identify new events to assist in the generation of new revenue
- Deliver on requirements for Domestic matches and Internationals at Seddon Park. This will include, but not be limited to:
    - Infrastructure and equipment
    - Ticketing and gate
    - Scorers, scoreboard, announcers, security
    - Logistics
    - Council/NZC liaison
    - Hospitality
    - Vendors
    - Staffing

Marketing & Communications

- Actively engage with the Marketing Manager to build and execute an Annual Marketing Plan
- Ensure all plans are inclusive of all formats and areas of the business e.g., Community
- Ensure the consumable T20 brand of the Northern Brave is a frequently told story
- Build tribalism and fandom through our T20 brand and channels
- Ensure commercial deliverables are met for sponsors
- Oversee merchandise design, attrition, and sales
- Be responsible for membership growth
- Ensure Marketing Manager is delivering quality content across all channels including Facebook, Twitter, Instagram, Website, Media Releases, etc.

- Identify new ways to build the brand e.g., Podcasts, Pre-game entertainment, Player engagement, fan and event experience, etc.

Other

- Manage those responsible for helping deliver outcomes in area of business
- Be an active part of the ND executive team
- Other duties as directed by the CEO

4. ND Organisation Values

- **Stronger Together**
  Connection is important to us. We go out of our way to create relationships across our community. We champion diversity and inclusion through our actions and language. We demonstrate our respect by helping one another, challenging in the right way and celebrating wins.

- **Build on our Foundations**
  Our 'go to' mindset is improvement, whilst respecting our history. We never settle. We seek knowledge and take responsibility for our own growth. We are brave enough to share our own thoughts and ideas whilst actively listening to others.

- **Play Our Way**
  We take the courageous route in all we do. The easy option is NOT an option. We bring the right attitude and energy everyday. There is care in what we do. We enjoy ourselves and take responsibility for creating a positive environment. We take a leadership stance. We are bold and want things to happen 'here' first.