

POSITION DESCRIPTION

General Manager, Commercial Operations and Partnerships (Permanent)

Commercial Operations



Title:

General Manager, Commercial Operations and Partnerships

Reports to:

Chief Executive Officer

Number of Direct Reports and Roles:

Direct Reports

- Marketing Services Manager (with a team of five)
- Communications and Stakeholder Manager (with team of four)
- Head of Sales and Sponsorship (with a team of three)
- Executive Manager, Hospitality
- Commercial Operations Coordinator

Liaison with:

Executive Leadership Team, MCC Committee, AFL, Cricket Australia, Hospitality partners, Media, Promoters, State Government, MCC Trust.

Job Goal:

This senior management role is responsible for the leadership and oversight of the Commercial Operations function within the Melbourne Cricket Club. This position has responsibility for the following functions:

- Securing all major content and events for the MCG
- Stakeholder engagement strategy and delivery
- Marketing and Brand (whole of business)
- Communications/PR/Media (whole of business)
- Sales and revenue generation (including corporate hospitality and corporate suites)
- Commercial partnerships, sponsorship, suppliers, advertising and merchandising
- Manage the Club's hospitality partner to ensure the delivery of exceptional hospitality to all members and patrons

This role is a key leadership and people management position, responsible for driving and maintaining employee engagement. It also forms part of the MCC Executive Leadership team.

The position has budgetary responsibilities with revenue targets across the Sales and Corporate Hospitality portfolio, as well as responsibility for sponsorship, advertising and merchandising. This role is also required to negotiate significant commercial contracts with partners and suppliers. There is a requirement to work on event days, as required, in this position, including undertaking the role of Venue Manager and Crisis Manager. Training will be provided.

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Accountabilities/ Responsibilities:

Strategic delivery and influence

- Aligned to the MCG Business Plan, develop and deliver a Marketing and Brand plan which will ensure that revenue targets are met or exceeded and reflects the MCC brand
- Develop marketing strategies and products that ensure effective and optimum utilisation of the Melbourne Cricket Club all year round (patron visitation, website visits, spend per patron)
- Participate, prepare and deliver on annual business plans for Commercial Operations department and contribute to the MCC strategic planning process
- Ensure Commercial Operations business plan/s are directly aligned with the MCC strategic plan and priorities
- Ensure Customer Engagement plan, initiatives and implementation delivers on agreed objectives, which includes driving an increase in visitation to MCG/MCC (visits to MCG, National Sports Museum, websites, Destination MCG events etc.)
- Reporting through the Grounds Committee, liaise with MCC Committee members to deliver strategy and governance related objectives

Stakeholder Engagement:

- Lead and drive the Customer Engagement and marketing strategies, plans and products across whole of MCC to ensure the MCG is recognised as the venue of choice for major sporting events
- Undertake market research and venue benchmarking as required to inform current and future product development
- Undertake branding and advertising initiatives that will maintain and increase the MCG's share of the event and non-event hospitality and event market

Corporate Sales & Business Development:

- Deliver the strategic sales and business development plan and budget (also includes corporate hospitality and corporate suites) that achieves revenue targets, year on year
- Undertake customer feedback and market analysis on product offering as required
- Ensure sale of corporate suites, targeting 100% occupancy
- Develop product offering/s and promotions that optimise business and revenue opportunities for both event and non-event days
- Identify products with slower growth and commercial returns and formulate and implement plans to correct
- Undertake sales & promotion strategies and initiatives, including account management, sales calls, special events etc, to meet/exceed revenue targets.

Commercial – Sponsorship, Suppliers, Advertising and Merchandising:

- Develop excellent working relationships with all partners, sponsors and suppliers that is built on mutual respect and trust with shared objectives

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- Maximise revenue opportunities with existing partners and suppliers
- Develop and implement strategies to attract and retain sponsorship partners and suppliers
- Using business knowledge and commercial acumen negotiate optimal terms for all commercial arrangements
- Ensure that contracted services are delivered by the MCC and partner/suppliers in line with agreed expectations

Communications/Media and Public Relations:

- Ensure the positive reputation and brand of MCC is maintained through utilisation of various media outlets, mediums and messaging
- Deliver the public relations strategy for key strategic initiatives and significant product launches
- Ensure communication/s plan is developed and in place to call upon in the event of a crisis or significant incident
- Ensure all communications are aligned with MCC brand and marketing collateral
- Ensure MCC spokespeople are well trained, capable and confident to act as an MCC spokesperson if/as required
- Handle significant media or public relations matters with CEO as required

Hospitality

- Oversee the hospitality contract ensuring agreed food and beverage service standards are delivered
- Build strong and effective relationship with MCC Hospitality partner
- Successfully negotiate Hospitality contract when and where required, delivering commercial return for the MCC
- Deliver on contractual obligations in line with agreed expectations

Leadership and Management:

- Lead, develop and manage the Commercial Operations team, developing a highly skilled and engaged team who can deliver on MCC business plan and objectives
- Act as Senior Event Manager and/or Crisis Manager on Events day
- Performance feedback and management of all direct reports - objective setting, regular monitoring, half and full year performance management discussions, development plans and documentation. Overall responsibility for performance & behaviour of the Commercial Operations team
- Ensure the Commercial Operations' team communicates effectively between themselves and other MCC teams to ensure all Commercial Operations deliverables meet customer/member and visitor expectations
- Actively seek and promote collaboration within the broader MCC
- Proactively create an environment that fosters learning and development of staff (mentoring, training, performance feedback)
- Live MCC values and MCC leadership capabilities in day to day interactions with team and across whole of business
- Ensure that the Commercial Operations team is appropriately resourced and trained to effectively and efficiently deliver on agreed plans year on year

General

- Comply with the MCC OH&S policies and procedures, and take reasonable care for safety of yourself and others, including patrons, staff, contractors and anyone who may be affected by your actions
- Other duties are required

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Key Job Outcomes:

- Successful planning and delivery of all Commercial Operations strategies, plans and initiatives across full portfolio of function/s
- Positive and effective leadership and management of direct reports and broader team
- 'Best of the best' content secured for the MCG year on year
- Achievement of revenue targets, year on year, including growth, where agreed, in portfolio
- Strong and positive relationships in place with all stakeholders, clients, sponsors, suppliers, partners that continue to enhance the reputation of the MCC
- Compliance with all relevant statutory legislation and associated standards
- Effective management of risk registers, internal controls and business plans, including ensuring a safe system of work (staff, patrons)

Experience / Qualifications:

- Appropriate tertiary qualifications (e.g. Business/Marketing/Commerce)
- Proven capability at senior level, leading and managing a significant commercial portfolio including Sales, Marketing, PR and Customer Engagement
- Previous venue experience is desirable, although not an essential
- Previous revenue generation and Sales & Marketing experience, including achievement of demonstrable growth (customer engagement and revenue) in previous roles
- Considerable experience negotiating commercial contracts of significant value
- Extensive relationship management experience, with proven ability to establish and build strong and collaborative partnerships with a range of clients, sponsors, internal stakeholders
- Prior exposure and experience dealing with Committees and Board/s

Skills and abilities

- A confident communicator with ability to engage others to achieve shared goal/s
- Excellent negotiation skills
- High energy, enthusiasm and drive, inspiring others to achieve
- A creative flair and ability to position products successfully
- Superb networking skills, with ability to utilise existing networks
- Clear and strong ability to collaborate with others, including direct team, colleagues and stakeholders, working toward a shared direction
- Proven capability to deal with clients, partners and stakeholders at all levels, with strong relationship management skills that enables incumbent to develop, foster and maintain goodwill, building enduring partnership/s

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- Good commercial understanding & business acumen acquired within a complex environment
- Ability to act with sound judgement, demonstrating the capacity to calmly and astutely assess situations and formulate appropriate actions in a well-considered manner
- Strategic thinking skills, including ability to use a variety of information sources to identify issues and trends and use this information to inform decisions and provide solutions
- Excellent verbal communication skills, best demonstrated by the ability convey information orally to others in a clear, succinct and effective manner
- Demonstrates commitment to MCC values and acts as a role model, consistently displaying desirable workplace behaviours, setting an example for staff
- Consistently demonstrates the customer service CARE habits in all customer interactions

Further Notes:

The MCC is committed to providing a safe environment for everyone including children & young people and ensuring our staff understand their responsibility in relation to child safety. All staff are required to undertake mandatory child safety training. The MCC conducts reference checks including on child safety and other pre-employment checks as appropriate for the role e.g. Working with Children Checks.