



Title: Senior Manager of Commercial Partnerships

Type of Position: Full-time

Location: Remote, Canada

Department: Commercial & Marcoms

Reporting to: Managing Director, Commercial & Marcoms

Salary Range: Starting at \$70,000

Rugby Canada is the national sport organization for rugby union committed to delivering life-long, inclusive rugby experiences that cultivate participation and inspire excellence from community to club to country.

Responsibilities:

- Develop and maintain relationships with our existing sponsorship family, ensuring their needs are met and exceeded.
- Identify and cultivate potential new partnerships that align with the company's objectives and values.
- Manage Rugby Canada assets to maximize their value and impact within the sponsorship framework.
- Create and implement systems for measuring sponsorship performance and analyzing return on investment.
- Collaborate cross-functionally with marketing, finance, and operations teams to ensure alignment and success in all sponsorship initiatives.
- Develop proposals and presentations tailored to attract potential sponsors and partners.
- Grow and maintain strong relationships with sponsors, partners, and key stakeholders.
- Collaborate cross-functionally with marketing, finance, and operations teams to ensure alignment and success in all sponsorship initiatives.
- Collaborate with the finance team to establish a robust methodology for calculating the return on investment (ROI) for each sponsorship.
- Represent the organization at industry events, conferences, and networking opportunities to foster relationships and expand the organization's network.
- Work closely with the marketing and communications teams to ensure consistent branding, messaging, and promotional efforts.

RUGBY CANADA

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rugby.ca
info@rugby.ca





Required Skills & Qualifications:

- At least 5 years in sponsorship management, commercial roles, or partnership management within the sports industry or a related field.
- Track record of successfully nurturing partnerships and securing new sponsorships aligned with organizational objectives and values.
- Experience in implementing systems for measuring sponsorship performance and analyzing return on investment, utilizing data to drive informed decision-making.
- Comprehensive understanding of the Canadian sports landscape and sponsorship trends.
- Rugby knowledge a significant asset
- Exceptional communication, negotiation, and interpersonal skills.
- Demonstrated experience in successfully managing sponsorship portfolios and executing commercial strategies.
- Proficiency in data analysis, market trends, and financial evaluation within the sports industry.
- Ability to thrive in a fast-paced, dynamic environment with a focus on delivering results.
- Experience in managing budgets and meeting financial targets.
- Strong proficiency in Microsoft Office and CRM software, Trabeable Bits experience an asset.
- Passion for sports and a strong commitment to the organization's mission and values.
- Feel free to make any adjustments as necessary to align with the specific needs and requirements of the Commercial Manager role at Rugby Canada.

Don't have everything listed above? If you have some of these qualities and believe this is the position that will make you excited to come into work every day, then we want to hear from you!

How to Apply

Interested candidates are invited to submit a resumé and cover letter to jobs@rugby.ca. Only those candidates selected for an interview will be contacted. The deadline for applications to be received is 11:00pm PT on Monday January 1, 2024.

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