

Position Description

Position Title Commercial Partnerships Executive

Reports to Head of Commercial

Term Full Time

Position purpose

The Commercial Partnerships Executive is responsible for maintaining and growing Adelaide United's valued commercial partnerships. Reporting to the Head of Commercial, this position plays a fundamental role in developing long-term relationships within our portfolio to enable sustainable, mutually beneficial outcomes.

Crucial to the success of the role, the incumbent will possess industry knowledge, be proactive and detail driven, and demonstrate a willingness to capitalise on commercial opportunities when identified.

Roles and responsibilities

Service

- Manage the relationships for all corporate partnerships and ensure partner activations align with the brand and vision of the Club.
- Implement all contractual obligations with a focus on delivering outstanding value and service to the Club's key partners.
- Create and implement sponsor campaigns and marketing strategies, including digital, branding, and match day initiatives.
- Ensure a high standard delivery of corporate hospitality events (match day and non-match day).

Administration

- Ensure accurate and consistent drafting of all program collateral and marketing material.
- Track and report on all program results.
- Develop and present mid-season and post-season partnership reports.
- Submit timely commercial reports to the Head of Commercial and the Club's CEO as requested.

Strategy

- In consultation with the Head of Commercial, develop and implement retention and growth strategies.
- Develop strategies that underpin the Club's vision and maximise commercial revenues.
- Stay abreast of industry insights to ensure the Club remains a market-leader.

Culture

- Practice a positive, team-focused culture within the commercial department.
- Demonstrate and implement best practice standards across all commercial operations.
- Ensure integrity, collaboration, and innovation are a guiding commercial focus.
- Work with all Adelaide United departments to deliver a business-wide commercial outcome.
- Act as a club ambassador and ensure the Club is represented in a professional manner at all times.

Key behaviours

- An honest, positive individual with high level of enthusiasm and energy.
- A flexible, service focus that aligns with the current commercial strategy.
- Outstanding interpersonal, written, and oral communication skills.
- Strong attention to detail, ability to work under pressure and manage conflicting priorities.