

Head of Retail & Licensing

The Head of Retail & Licensing leads the global retail business for New Zealand Rugby (NZR), covering e-commerce and licensing. The role drives revenue growth across all retail and licensing channels, building a world-leading programme for NZR. The global e-commerce offering is built on apparel sales but also includes wider merchandise and licensed products, with a strong focus on NZR's domestic market and key offshore markets in Japan, the US, the UK and Europe.

The role owns the relationship with NZR's global retail partner, Fanatics, which creates and delivers NZR's established 'Monobrand' collection, with a focus on its continued growth and evolution. It also manages Fanatics' relationship with NZR's technical partner, adidas, and identifies wider revenue opportunities in retail and licensing, such as matchday venue retail, short-term licensing promotions, flagship retail stores and co-brand collaborations.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Auckland	Commercial	General Manager Commercial Partnerships	Permanent/Full Time	1	1
Key Stakeholder Groups Internal: NZR Staff, NZRPA – where required External: adidas, Fanatics, Key Retail Stakeholders, Commercial Partners, JV Partners					

What You Do

Relationship Management

- Lead role in managing the relationship with NZR's global retail partner (Fanatics) to ensure the targets and outcomes of the relationship are met.
- Creation of effective and streamlined processes ('ways of working') and a strong working relationship between Fanatics and NZR technical partner (adidas). Includes overseeing all e-commerce assets, approvals, co-ordination of marketing programme with NZR marketing team.
- Drive top performance across the e-commerce channel, monitoring trading results, conversion and customer experience, and working with Fanatics to optimise performance and maximise revenue.

Customer Database Acquisition & Retention Opportunities

- As part of the wider business goals to build an active and engaged customer database of scale, work with Fanatics and all key parts of the business (Customer/Content/Business Intelligence/Operations) to ensure alignment in supporting the growth of NZR's customer database.

Market Strategy & Growth in Key Markets

- Lead the development and delivery of market strategies in NZR's key markets, including New Zealand, Japan, the US, Europe and the UK, working with key partners to deliver optimal commercial outcomes, both financially and from a fan and brand perspective.

Product & Distribution Strategy

- Lead the product strategy, including product development and range building, to maximise commercial outcomes, meet fan expectations and drive sustained, long-term growth and success for the programme. This includes ensuring complementary ranges with adidas, product approvals and feedback, and internal approvals.
- Lead the key distribution strategy for the programme, determining the optimal channel mix (including e-commerce, in-venue, flagship 'bricks and mortar' stores and partner retail) across NZR priority markets. This includes working with key partners to identify international and domestic flagship store opportunities, and overseeing feasibility planning and integration into the wider customer acquisition and international growth strategy.

Licensee Management

- Provide strategic leadership of the licensee programme to drive revenue and growth, with day-to-day product management of licensee partners (e.g. Gilbert, headwear partner and all other partners with a licensing component that sit outside the master licensee portfolio) delivered by a direct report.

In-Venue & Temporary Retail Solutions

- Provide strategic leadership of in-venue matchday retail solutions for Teams in Black domestic and international fixtures to drive revenue and growth, with day-to-day delivery led by a direct report. May include input into negotiations with match venues as well as exploring pop-up retail facilities in centre city locations of Teams in Black match and touring destinations.

CoBrand Collaborations

- Work with the Commercial Sales, Commercial Partnerships and Brand & Marketing teams to identify, assess and progress revenue opportunities relating to cobrand collaborations for products in technical release categories in the adidas agreement (i.e. Luggage, Eyewear, Wearables, Formalwear, Formal Footwear, Knitwear).
- Work with the Commercial Sales, Commercial Partnerships and Brand & Marketing teams to identify, assess and progress cobrand revenue opportunities relating to Classic All Blacks retail brand internationally.

Licensing Promotions

- Provide strategic leadership of the licensing promotions programme, with day-to-day delivery led by a direct report, and be accountable for delivery against revenue targets. Work with the NZR commercial sales team to identify and develop new licensing promotion partners, i.e. those partners that are assigned temporary low-level sponsorship.

Leadership & Management

- Lead the retail and licensing strategy to drive sustained revenue growth and establish a world-leading programme that delivers increased revenue for NZR.
 - Lead the overall governance of the Retail & Licensing programme, ensuring robust, efficient processes and strong engagement with internal and external stakeholders.
 - Recruit, develop and performance manage the retail and licensing team members.
 - Assist in the wider organisation's understanding and delivery of strategy and goals.
 - Lead the operational planning and budgeting process (in partnership with the Commercial leadership team and finance team) for the retail division.
 - Contribute to the development and promotion of NZR strategy, business direction, annual plans, and budgets, and identify key issues/opportunities to achieving strategic goals.
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What You Bring

Key experience and skills include:

- Senior experience in retail (including e-commerce) – working in highly commercial retail roles with at least 8-10 years' experience.
 - Strong e-commerce experience, with a proven track record of driving online sales, conversion and customer growth.
 - Proven ability to attract and develop the right people and to establish new revenue lines.
 - Proven experience and success at a senior management level.
 - Strong product development and range planning experience, ideally within apparel, sports or fan merchandise.
 - Proven experience developing and executing multi-channel distribution strategies (online, in-venue, retail partners and stores) to maximise revenue.
 - Experience in licensing and managing major retail and brand partners to deliver commercial outcomes.
 - A strong track record of owning revenue targets and delivering results, including through leading direct reports.
 - Demonstrated ability to think strategically and operationally.
 - Experience establishing effective governance and processes, and building strong relationships with senior internal and external stakeholders.
 - A tertiary qualification in a relevant discipline is preferred, but the key is real-world, provable experience.
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