

Commercial Manager Rugby Experiences

The Commercial Manager Rugby Experiences role is a key part of the Revenue team, driving growth across New Zealand Rugby's (NZR) rugby experiences and partnership programmes. The role focuses on maximising revenue through Travel & Hospitality, Performance Labs, Conferences, NZ INC, while scoping new revenue opportunities and supporting the sale of commercial assets across NZR's teams and competitions.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Auckland	Commercial	Head of Commercial Revenue	Permanent/Full Time	Nil	Nil
Key Stakeholder Groups Internal: NZR Partnerships & Revenue teams, NZR Executive Team, NZR Staff, Professional Players, Team Management, NZR Legal & Marketing External: Commercial Partners, Travel & Hospitality agency partner (STH), NZINC (Government Agencies), Programme Delivery Partners and Providers, Agencies, Venues and Host Unions					

What You Do

Travel & Hospitality Revenue

- Maximise revenue across NZR's fan travel and hospitality programmes, including All Blacks Travel & Hospitality (ABTH) and World Rugby events hosted in New Zealand.
- Use market insight and benchmarking to identify new opportunities, working with marketing to integrate programmes across NZR-owned sales channels.

Performance Labs, Conferences

- Lead the sales of the All Blacks Performance Labs, Conferences across key markets, developing new products and experiences that grow the game and the All Blacks brand.
- Manage programme P&Ls and financial reporting, and oversee contractors and accredited providers.

Partnership Sales

- Identify, research and engage prospects, pitching tailored partnership opportunities that align with NZR's brand and portfolio objectives.
- Lead negotiations from term sheet through to contract, achieving and surpassing annual revenue targets across new business and renewals.

New Programme Strategy and Event Commercialisation

- Build the commercial revenue strategy for new NZR programmes & events, proving the feasibility and profitability of new revenue streams.
- Work with the Partnerships and operations team to ensure sponsor benefits and commercial obligations fulfilled, with all agreements executed in line with NZR policy.

Leadership and Working Relationships

- Lead and develop your team, creating a positive and safe culture aligned to NZR's values.
 - Build strong working relationships across the Commercial team, wider NZR and external partners, agencies and Rugby Unions.
 - Contribute to operational plans, budgets and reporting with the Head of Commercial Revenue.
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What You Bring

Key experience and skills include:

- 5+ years' commercial development, sales or delivery experience in sport, entertainment or events, ideally involving sports rights.
- Proven hands-on experience taking commercial programmes from strategy through to execution.
- Strong negotiation, contract and account management skills.
- Excellent stakeholder and relationship management across internal teams and external partners.
- Exposure to travel, hospitality, fan experience or live event programmes.
- Experience leading a small team would be advantageous.
- Organised, adaptable and detail-focused, with a can-do attitude and a keen interest in sport, ideally rugby.
- Tertiary degree in marketing, sales and/or management discipline, or equivalent experience.