

# Commercial Promotions & Operations Lead

The Commercial Promotions & Operations Lead leads world-class delivery and servicing for New Zealand Rugby's (NZR) commercial partners across all national teams, ensuring every partner receives an excellent experience and full value from their partnership by:

- Leading the planning and delivery of promotions, activations and player commercial access.
- Delivering all contractual rights and deliverables to a world-class standard.
- Adding value to partner communications and leverage programmes.

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| Location                                                                                                                                                                                                                                                                                      | Team                                                                              | Leader                                                                            | Employment Type                                                                   | Direct Reports                                                                      | Span of Control                                                                     |
| Auckland                                                                                                                                                                                                                                                                                      | Commercial                                                                        | Delivery & Product Manager                                                        | Permanent/Full Time                                                               | Nil                                                                                 | Nil                                                                                 |
| <b>Key Stakeholder Groups</b><br><b>Internal:</b> NZR Staff, Professional Players, Provincial Unions, Super Rugby Clubs, Team Management<br><b>External:</b> Commercial Partners, Player Agents, NZRPA, Booking Agencies, World Rugby, other unions (e.g. SARU) and the British & Irish Lions |                                                                                   |                                                                                   |                                                                                   |                                                                                     |                                                                                     |

## What You Do

This role leads the planning and delivery of promotions, activations and player commercial access across all Teams in Black. You'll make sure partners get full value from their contracted rights, that commitments are delivered on time and on budget, and that the team's systems, processes and partner communications are world class. You'll set the standard for partner delivery and servicing, making sure every partner interaction is an excellent one.

### Operational Excellence

- This role is the operational lead for the Commercial Partnerships team, making sure systems, processes and tools enable efficient, high quality, cross functional delivery across the partner portfolio.
- Lead our promotions programme across all Teams in Black that delivers outstanding value for partners, players and NZR.
- Act as the team's operational lead, ensuring deadlines, budgets and contracted entitlements are consistently met.
- Manage budgets for promotions, player appearances and memorabilia, tracking fulfilment costs against budget.
- Champion world-class partner delivery and servicing, setting high standards for responsiveness, accuracy and partner experience across every touchpoint.
- Continuously review and improve ways of working, using partner feedback, insights and best practice from global sport to raise standards.

## Promotions & Activations

- Commercial Activations & Promotions: Lead the planning and delivery of partner activations, promotions, player appearances and commercial access across all Teams in Black, ensuring contractual obligations are met within budget.
- Team & Player Coordination: Work closely with team management and players to schedule commercial commitments around team programmes, balancing partner requirements with team priorities, player welfare and Partnership Agreement obligations.
- Commercial Calendar: Own and manage the Commercial Calendar alongside the GM Commercial Partnerships, ensuring clear visibility of key activities, milestones and deadlines across the Commercial Partnerships team and wider business.
- Planning & Logistics: Coordinate all operational requirements for commercial access, including scheduling, travel, kit, player briefings, stakeholder communication and compliance.
- Player Hours Management: Track and report all player commercial hours across Teams in Black, ensuring accurate records and compliance with Partnership Agreement requirements.
- Brand & IP Compliance: Manage the approval process for partner promotions and collateral featuring NZR, team or player IP, ensuring alignment with brand guidelines, image rights and contractual obligations.
- Memorabilia Programme: Lead the NZR Memorabilia Programme across all Teams in Black, including planning, ordering, coordinating signing sessions and delivering contracted partner entitlements.
- Reporting & Insights: Lead post-activation reporting, including proof of performance, rights utilisation and insights to support partner reviews and demonstrate commercial value.
- Commercial Value Creation: Proactively identify opportunities to maximise partner rights, enhance activations and support Partnership Managers in driving partner satisfaction, retention and renewals.

## Partner Communications & Engagement

- Partner Communication Strategy: Lead the annual Partner Communication Plan in collaboration with the GM Commercial Partnerships and Communications team, ensuring proactive, consistent and engaging communications across the partner portfolio.
- Partner Hub & Onboarding: Own and continuously improve the Partner Hub and all onboarding and offboarding materials, ensuring a seamless, professional and world-class partner experience.
- Partner Engagement & Insights: Lead the annual Partner Engagement Survey, analysing results and providing actionable insights and recommendations to drive continuous improvement, partner satisfaction and retention.

## Ambassador Programme

- Programme Management: Lead and manage the NZR Ambassador Programme, ensuring delivery aligns with commercial objectives, partner requirements and agreed budgets.
- Annual Planning & Delivery: Develop and execute the annual Ambassador Programme, identifying key opportunities and requirements to maximise commercial value and partner engagement.
- Ambassador Relationships: Act as the key point of contact for former players, ambassadors and agents, building strong relationships to deliver a professional, engaging and world-class programme.

## Player Personal Promotions

- Process Management: Lead and manage the Player Personal Promotions process in line with the Partnership Agreement, ensuring compliance with contractual obligations and escalating any issues to the GM Commercial Partnerships.
- Stakeholder Management: Work closely with players, player agents and the NZRPA to coordinate and manage requests, ensuring clear communication, timely approvals and alignment with NZR's commercial interests.

## Projects & Operations

- Commercial Project Support: Support the planning and delivery of key commercial projects and pinnacle events, including RWC, Lions and RGR, working closely with the Delivery & Product Manager and wider Commercial team.
- Performance Labs: Support the operational delivery of contracted Performance Labs, working with Partnership Managers and the Commercial Manager Rugby Experiences to ensure delivery aligns with partner rights, objectives and budgets, and act as the key point of contact for PPG.
- Project Management: Own and manage the Commercial Partnerships Project Tracker, working across business units to monitor progress, key milestones and deliverables, ensuring accountability and timely execution.
- Systems & Processes: Develop and maintain the Partnership Playbook and Standard Operating Procedures (SOPs), driving operational efficiencies, consistency and effective cross-functional delivery.
- Partner Onboarding: Support the onboarding of new and renewing partners, ensuring contractual rights, key milestones, responsibilities and stakeholder contacts are clearly communicated and embedded across NZR.

## Working Relationships

- Build and maintain strong relationships with internal teams, commercial partners and key external stakeholders.
- Work collaboratively with the Commercial Partnerships team and wider Commercial team to deliver partnership objectives, including across global time zones.
- Develop effective relationships with the NZRPA, professional players and agents in accordance with relevant agreements.
- Maintain productive working relationships with external agencies, suppliers and service providers.

## Other

- Prepare presentations, partner reports and key communications as required.
- Provide logistical and administrative support across commercial projects and wider team priorities.
- Support the Partnership Managers and the Delivery & Product Manager on Commercial Delivery as required.
- Complete mandatory training and ensure all activities comply with NZR policies and procedures.
- Travel occasionally and work outside standard hours when required, including Test Match days, evenings and weekends, to support partner activations and player appearances.
- Undertake other duties as required to support team and organisational objectives.

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## What You Bring

### Key Experience & Skills

- Minimum 5+ years' experience in a commercial, sponsorship, marketing or agency environment, ideally with experience in account management, activations and project delivery.
- Strong understanding of sponsorship, contractual rights, commercial partnerships and promotional activities.
- Experience in event management, project coordination and budget management, with exposure to commercial negotiations advantageous.
- Experience working within a sports rights holder, athlete management or player marketing environment is desirable.

- Excellent relationship management and communication skills, with confidence engaging senior stakeholders, commercial partners, players and agents.
  - Strong organisational and project management skills, with the ability to manage competing priorities, meet deadlines and perform under pressure.
  - Commercially minded, proactive and solutions-focused, with strong attention to detail and the ability to take ownership.
  - Proficiency in Microsoft Office, CRM and project management tools.
  - Flexibility to work across global time zones and support key events outside standard business hours.
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