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| <b>POSITION TITLE</b>     | SPONSORSHIP & COMMERCIAL MANAGER                                          |
| <b>Department/Section</b> | COMMERCIAL                                                                |
| <b>Strategic Pillars</b>  | Pillar 3: Strategic Collaboration<br>Pillar 4: Operational Sustainability |
| <b>Reports to</b>         | Chief Executive Officer – Secretary General (CEO-SG)                      |
| <b>Date</b>               | FEB 2026                                                                  |

### ORGANISATIONAL BACKGROUND

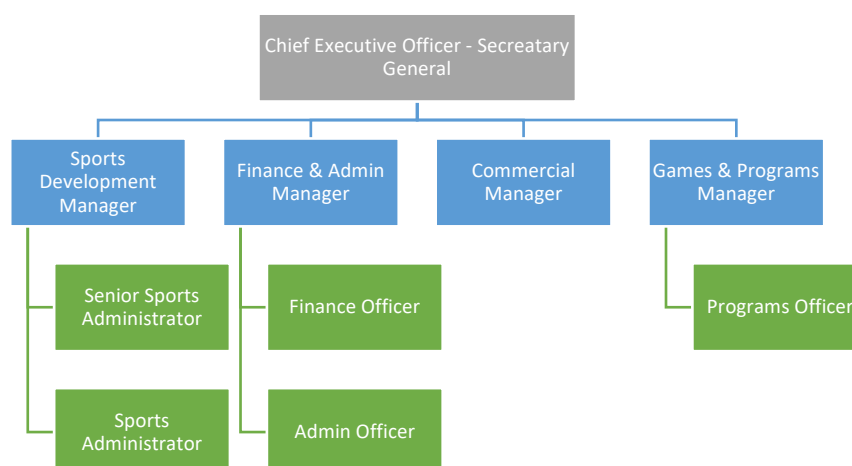
The Fiji Association of Sports & National Olympic Committee (FASANOC) is an independent, charitable organisation responsible for providing support and resources to enable Fijian athletes to achieve at the highest levels of their sport and to excel at Olympic, Commonwealth and the Pacific Games.

FASANOC is affiliated to the International Olympic Committee (IOC), the Commonwealth Games Federation (CGF) and the Pacific Games Council (PGC).

*Vision* Inspiring Fiji through Sport  
*Mission* Enhancing Sports through Collaboration and Learning  
*Values* Excellence, Respect, Integrity and Commitment

We are committed to athlete engagement and advocacy.  
 We are committed to preparing and selecting the best Team to represent Fiji.

### ORGANISATIONAL CHART



### POSITION PURPOSE

This position is responsible for leading FASANOC's revenue generation strategy, driving financial sustainability and growth; maximizing income through three primary streams: 1) securing and managing corporate partnerships and sponsorships, 2) optimizing the commercial return from the Suva Apartments asset, and 3) developing and managing a profitable merchandising and licensing program.

## FUNCTIONAL RELATIONSHIPS

### **INTERNAL**

FASANOC staff  
FASANOC Executive Board  
FASANOC Committees and Commissions  
Events Volunteers  
Team Fiji Management

### **EXTERNAL**

National Federation  
Venue Providers  
Fiji Media (Print, TV, Radio)  
Service Providers and Suppliers  
Diplomatic Corp  
FASANOC sponsors  
Potential sponsors  
Other funding and donor agencies  
Government Departments  
General Public

## KEY RESPONSIBILITIES

### **OPERATIONAL RESULTS**

#### **COMMERCIAL REVENUE GENERATION & STRATEGY**

- Develop, implement, and regularly review a Commercial Strategy to achieve FASANOC's revenue targets across all streams (sponsorship, property, merchandise).
- Lead the preparation of the commercial revenue budget and provide accurate forecasts for income from all revenue streams.
- Actively identify, prospect, and secure new revenue opportunities, including corporate partnerships, Suva Apartment partnerships, and new merchandise/licensing deals.

#### **SPONSORSHIP ACQUISITION & MANAGEMENT**

- Identify potential sponsors, develop proposals, negotiate contract terms, and secure new multi-year partnerships.
- Manage a portfolio of sponsors, ensuring all contractual obligations (logo placement, activation, rights delivery) are met and that partners receive excellent service and demonstrable ROI.
- Cultivate and maintain strong, long-term relationships with corporate partners and donors.

#### **PROPERTY MANAGEMENT (SUVA APARTMENTS)**

- Oversee the commercial management of the Suva Apartments, ensuring they are a profitable and well-maintained asset for FASANOC.
- Monitor occupancy rates and property income, identify opportunities to improve revenue and efficiency, and report on financial performance.

#### **MERCHANDISE & LICENSING**

- Develop and implement a licensing and merchandising program to generate revenue and promote the TEAM FIJI brand.
- Identify, source, and negotiate with vendors for suitable merchandising lines, managing the product lifecycle from design to sale.
- Oversee merchandise stock levels with support from the Finance Department, ensuring optimal inventory management and minimizing write-offs.

## JOB DESCRIPTION

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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|                               | <ul style="list-style-type: none"> <li>- Develop and manage licensing agreements to expand the product range and brand reach.</li> </ul> <p><b>CORPORATE REPRESENTATION &amp; PUBLIC RELATIONS</b></p> <ul style="list-style-type: none"> <li>- Act as a key public representative and spokesperson for FASANOC and Team Fiji, cultivating a positive public image and promoting the organisation's values and achievements.</li> <li>- Work closely with the Marketing Team to develop and execute integrated campaigns that promote FASANOC, its athletes, and its commercial partners.</li> <li>- Drive the public relations strategy for FASANOC, ensuring consistent, positive media coverage and proactive management of the organisation's reputation.</li> <li>- Champion the FASANOC brand across all external engagements, including corporate meetings, public events, and community initiatives.</li> </ul> |
| <b>MANAGEMENT RESULTS</b>     | <ol style="list-style-type: none"> <li>1. Develop and maintain a close working relationship with internal and external stakeholders, including the Executive Board.</li> <li>2. Prepare and present reports on commercial activities and performance to the CEO-SG and Executive Board as required.</li> <li>3. Undertake any other relevant duties and projects as directed by the CEO-SG and/or Executive Board</li> <li>4. Project a positive image of FASANOC through the high standard of delivery of programs, events, and stakeholder engagement.</li> </ol>                                                                                                                                                                                                                                                                                                                                                     |
| <b>CORPORATE EVENTS</b>       | <p>Manage corporate FASANOC events</p> <ul style="list-style-type: none"> <li>- Board of Management, Annual General Assembly</li> <li>- Christmas Cheer &amp; Stakeholder event</li> </ul> <p>Assist with all Team Fiji Events<br/>Assist with the Olympic Day celebrations<br/>Assist with Sports Awards and Fiji Hall of Fame</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>CORPORATE CONTRIBUTION</b> | <p>Organize FASANOC meetings, seminars and workshops<br/>Assist and take part in FASANOC events and functions as requested<br/>Project a positive image of FASANOC through the high standard of delivery of programs and events<br/>Promote the IOC Values of friendship, excellence and respect</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

### KEY PERFORMANCE METICS

|                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| Success is measured by the achievement of financial and strategic targets, including: | <ul style="list-style-type: none"> <li>- Achievement of annual revenue targets (sponsorship, property rental, merchandise).</li> <li>- Sponsorship revenue generated, new sponsorships secured, and contract renewal rates.</li> <li>- Suva Apartments occupancy rate and total rental income generated.</li> <li>- Net profit from merchandise sales and licensee royalties.</li> <li>- Campaign ROI, brand engagement metrics (fan attendance, social media sentiment), sponsorship recall, and partner satisfaction.</li> </ul> |
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| Business            | Strategic Development, Business Performance, Financial Acumen, Resource Management, Commercial Focus, Negotiation Skills.                                                                                                       |
| Customer/Supplier   | Stakeholder Commitment, Promotion, Relationship Building, Information Analysis, Documentation.                                                                                                                                  |
| People              | Leadership, Organizational Values, Relationship Builder, Team Collaboration.                                                                                                                                                    |
| Professional        | Problem Solving, Decision Making, Compliance, Health & Safety, Good Communication Skills.                                                                                                                                       |
| Personal Attributes | Proactive and self-motivated. Ability to perform under pressure and manage multiple priorities. Good work ethic and enthusiasm. Decisive, well-organized, and a holistic thinker. Accountable, forthright, and self-sufficient. |

## ACKNOWLEDGEMENT

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