

| POSITION DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <b>Title: Commercial Sales Manager</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Reports to:</b> GM Partnerships & Engagement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Location:</b> Rugby Park, Christchurch                                                                                                                                                                                                                                                                                                                                                                                        |
| Functional Relationships<br><br>Liaises with:<br><u>Internal</u> <ul style="list-style-type: none"> <li>• CR CEO</li> <li>• CR Board</li> <li>• CR Partnerships &amp; Engagement team</li> <li>• CR Community team</li> <li>• High Performance and Pathways Leadership</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Liaises with:<br><u>External</u> <ul style="list-style-type: none"> <li>• CR Existing Commercial Partners</li> <li>• Prospective Commercial Partners</li> <li>• CR Stakeholders (rugby clubs, sub-unions)</li> <li>• Canterbury business community</li> </ul>                                                                                                                                                                    |
| <b>PURPOSE OF POSITION</b> <ol style="list-style-type: none"> <li>1. The Commercial Sales Manager is responsible for accelerating Canterbury Rugby's commercial growth by securing strategic partnerships, expanding commercial investment, and creating long-term revenue opportunities.</li> <li>2. The role is accountable for growing Canterbury Rugby's commercial footprint, strengthening relationships within the Canterbury business community, and positioning Canterbury Rugby as the partner of choice for organisations seeking to align with one of New Zealand's most respected sporting brands.</li> <li>3. The Commercial Sales Manager contributes directly to Canterbury Rugby's long-term sustainability through increased commercial investment that supports participation, performance pathways, women's rugby, community rugby and organisational growth.</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| ACCOUNTABILITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | EXPECTED OUTCOMES                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Commercial Revenue Growth</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>• Deliver sustainable year-on-year commercial revenue growth.</li> <li>• Secure significant new commercial partnerships that strengthen Canterbury Rugby's financial position.</li> <li>• Consistently achieve or exceed annual commercial revenue targets.</li> <li>• Grow the overall value and quality of Canterbury Rugby's commercial portfolio.</li> </ul>                          |
| <b>Strategic Market Development</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>• Increase Canterbury Rugby's influence and visibility within the Canterbury business community.</li> <li>• Establish Canterbury Rugby as a leading commercial platform for businesses seeking meaningful community and sporting connections.</li> <li>• Expand relationships with senior business leaders and decision makers capable of creating long-term commercial value.</li> </ul> |
| <b>Strategic Partnerships</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>• Secure partnerships that deliver measurable value to both Canterbury Rugby and its partners.</li> <li>• Increase investment into strategic Canterbury Rugby programmes, teams and growth initiatives.</li> <li>• Develop long-term commercial relationships that contribute to Canterbury Rugby's future sustainability.</li> </ul>                                                     |
| <b>Commercial Innovation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• Identify and capitalise on emerging commercial opportunities across sponsorship, hospitality, events and new revenue streams.</li> <li>• Develop innovative commercial propositions that differentiate Canterbury Rugby in a competitive marketplace.</li> <li>• Maximise the value of Canterbury Rugby's commercial assets and brand.</li> </ul>                                       |

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| <b>Premium Hospitality and Experiences</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>• Grow demand for premium hospitality and corporate experiences at One New Zealand Stadium.</li> <li>• Position Canterbury Rugby as a preferred environment for business engagement and client entertainment.</li> <li>• Increase hospitality revenue and repeat investment from corporate partners.</li> </ul>                                |
| <b>Commercial Sustainability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>• Maintain a future-focused commercial opportunity pipeline capable of supporting long-term revenue objectives.</li> <li>• Provide commercially sound forecasting and market intelligence to support organisational planning and decision making.</li> <li>• Create confidence and visibility around future commercial performance.</li> </ul> |
| <b>Organisational Contribution</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Contribute positively to Canterbury Rugby's reputation as an admired, trusted and innovative sporting organisation.</li> <li>• Support increased investment into rugby participation, pathways, women's rugby and community programmes.</li> <li>• Foster a culture of accountability, collaboration and commercial excellence.</li> </ul>   |
| <b>Health and Safety</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>• Ensure all Canterbury Rugby occupational health and safety obligations are met.</li> <li>• Promote a safe working environment and comply with all organisational health and safety requirements.</li> <li>• Participate in applicable training and report hazards, incidents and risks as required.</li> </ul>                               |
| <b>General Duties</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>• Contribute positively to the wider success of Canterbury Rugby.</li> <li>• Undertake other duties reasonably required to support organisational priorities and objectives.</li> </ul>                                                                                                                                                        |
| <b>Qualifications and Experience</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>You are a commercially driven relationship builder who thrives on identifying opportunities, securing new business and delivering sustainable growth.</p> <p>You are energised by ambitious targets, enjoy building influential business relationships and are motivated by creating long-term commercial value. You bring commercial credibility, resilience and a growth mindset, combined with a genuine desire to contribute to the future success of Canterbury Rugby.</p> <p><b>Essential Experience and Capability</b></p> <ul style="list-style-type: none"> <li>• Proven success delivering significant revenue growth through new business acquisition.</li> <li>• Demonstrated ability to influence and engage senior business leaders and decision makers.</li> <li>• Strong commercial acumen and strategic thinking capability.</li> <li>• Experience negotiating and closing high-value commercial agreements.</li> <li>• Ability to identify emerging market opportunities and convert them into sustainable revenue outcomes.</li> <li>• Well-developed relationship management and networking capability.</li> <li>• Strong commercial judgement and ability to structure mutually beneficial partnerships.</li> <li>• Experience operating in highly competitive commercial environments.</li> </ul> <p><b>Preferred Experience</b></p> <ul style="list-style-type: none"> <li>• Five or more years' experience securing sponsorship, partnerships or commercial revenue.</li> <li>• Experience within sport, entertainment, events, media or business-to-business sales environments.</li> <li>• An established professional network within the Canterbury business community.</li> <li>• Genuine interest in and understanding of the sports industry.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                       |

| Key Performance Indicators                |                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                          |
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| <b>Revenue Growth</b><br>50%              | <ul style="list-style-type: none"> <li>• Achieve or exceed annual commercial revenue targets established by the CEO and GM Partnerships &amp; Engagement.</li> <li>• Deliver agreed annual growth in contracted and recurring commercial revenue.</li> </ul>                                     | Achieve commercial revenue budget year on year, demonstrating growth                                                                                                                     |
| <b>New Business Acquisition</b><br>25%    | <ul style="list-style-type: none"> <li>• Secure agreed annual value of new commercial partnerships.</li> <li>• Increase the number, value and strategic importance of commercial partnerships year-on-year.</li> </ul>                                                                           | 23 sold Pathways Partners for both NPC and FPC<br>All NPC and FPC on-kit major properties sold                                                                                           |
| <b>Strategic Commercial Impact</b><br>15% | <ul style="list-style-type: none"> <li>• Increase commercial investment across priority Canterbury Rugby initiatives, including pathways, women's rugby, community rugby and premium experiences.</li> <li>• Strengthen Canterbury Rugby's market position and commercial reputation.</li> </ul> | Development of partner inventory matrix across priority Canterbury Rugby initiatives<br><br>Establish year on year networking opportunities through targeted local business associations |
| <b>Commercial Sustainability</b><br>10 %  | <ul style="list-style-type: none"> <li>• Maintain a future-focused commercial opportunity pipeline capable of supporting long-term revenue objectives.</li> </ul>                                                                                                                                | Maintain a weighted average commercial pipeline more than \$500,000 at all times<br><br>Agreed number of weekly qualified leads into pipeline                                            |