

POSITION DESCRIPTION

TITLE OF POSITION	Commercial Partnerships Manager
REPORTS TO	General Manager - Commercial
TEAM	Commercial
LOCATION	Auckland or Wellington
REQUIREMENTS	Full time position
RECRUITMENT	November 2025

WHY BASKETBALL NEW ZEALAND?

Basketball in Aotearoa has experienced strong growth over the last decade, with more people playing, watching, and passionate than ever before.

Basketball is New Zealand's fastest growing major sport. Our national teams are playing at home more than ever before and our recent inclusion in the FIBA Asia Zone sees Basketball New Zealand with more international presence than ever. The local leagues, competitions and tournaments are getting bigger each year. Participation numbers are constantly rising and more partners are looking to basketball to achieve their business outcomes.

Basketball New Zealand's (BBNZ) team is growing to meet increasing interest in the sport and the exponential growth of our products.

PURPOSE OF THE COMMERCIAL TEAM

The commercial team is responsible for growing commercial value and finding efficiencies through expert discovery and exploration of new and untapped business opportunities and relationships.

One of the commercial team's primary functions is to develop best practice partnerships that grow our brand, increase opportunities for our teams and programmes, and ultimately get more New Zealander's participating in basketball.

PURPOSE OF THE ROLE

This role is responsible for the development, planning and execution of best practice partnership plans and campaigns which engage audiences and achieve compelling business outcomes.

The role will ensure that internal and external stakeholders receive expert advice and service that is of high-quality, effective, timely, and compelling for our audiences. This person will be a valued resource to our partners and ensure BBNZ has excellent visibility of their brand performance, partnership objectives, and growth opportunities.

This role will also be responsible for the planning and delivery of our corporate ticketing & hospitality programme, managing BBNZ's merchandise portfolio and supporting projects that develop new commercial opportunities.

KEY RESPONSIBILITIES	
<ul style="list-style-type: none"> • Deliver best practice partnership servicing processes, including bespoke strategies, relationship management and measurement of performance • Day-to-day management of partners and their requirements, delivering on all contractual requirements • Provide partner account leadership, including identifying growth opportunities and areas of improvement • Review the partnership programme on an ongoing basis, identifying areas of improvement and implementing processes to make us more efficient & effective • Support the development of BBNZ's partnership strategy, such as sharing innovative ideas & products and identifying ways to improve servicing • Organisation and delivery of pre-match or event functions, including corporate seating and hospitality • Assist the GM Commercial with the development of go-to-market materials and projects that develop new commercial opportunities • Identify & utilise data to make informed commercial decisions & measure partner success • Assist with funding reporting to councils, government bodies etc. 	
DESIRED EXPERIENCE AND CAPABILITIES	
<ul style="list-style-type: none"> • At least 4 years' experience in a partnerships, marketing, brand, agency or project management roles • Proven record of managing partnerships and projects that achieve strong outcomes for all parties • Experience finding and interpreting data, and using data to make fact-based decisions • Enthusiastic and dynamic, open to new approaches & ideas • Effective Relationship Management skills • Excellent verbal and written communication skills • An ability to find solutions on the move and handle problems logically • Understanding of sports operations and logistics and/or the basketball network • Outstanding customer focus • Understanding of commercial metrics and performance, with a strong eye for detail • Strong interpersonal skills with the ability to build relationships with staff, member organisations, commercial partners, and stakeholders at all levels. • A flexible and positive attitude to operate in a dynamic work environment with an ability to work autonomously in both a home and office environment • Preferred Bachelor's degree in business or management • Flexibility to travel and to work extended hours at times 	
WORKING RELATIONSHIPS	
INTERNAL CONTACTS	GM Commercial Leagues, Community, Communications, Events, High Performance & Finance and Admin teams
EXTERNAL CONTACTS	Commercial Partners, Government bodies, Local Councils, Funding Agencies (including gaming trusts)
CONTRACTORS	Waddell & Associates