**JOB DESCRIPTION & RESPONSIBILITY STATEMENT**

# 1. POST TITLE: Head of Commercial and Marketing, Munster Rugby

# 2. ROLE AND PURPOSE OF POSITION

Responsible for the development and implementation of the Commercial and Marketing agenda for Munster Rugby, in line with our goal to be the best club in the world. The individual will provide the commercial leadership, creativity and direction to maximise the sales and revenue generation for Munster Rugby through existing stakeholders and new opportunities on a national and international level.

# 3. REPORTING RELATIONSHIPS

## Operational & Functional: Chief Executive

# 4. WORKING RELATIONSHIPS

* 1. CEO Munster Rugby
  2. Chair Commercial and Marketing Committee
  3. Commercial Advisory Board Chairperson and members
  4. Munster Rugby Head of Finance and Operations
  5. Munster Rugby Head of HR and Brand
  6. Munster Rugby Ticket Sales Manager, and Ticket Office Staff (DR)
  7. Munster Rugby Head of Communications
  8. Munster Rugby Sales Executives (DR)
  9. Membership Strategist and MRSC Staff
  10. Munster Rugby Event Manager
  11. Munster Rugby Graphic Designer
  12. Munster Rugby Community Rugby Team
  13. Thomond Park Stadium Director & Staff
  14. Irish Independent Park Manager
  15. Director of Rugby and Team Management
  16. Munster Rugby Sponsors & Commercial Partners
  17. Munster Rugby Branch Officers and Delegates
  18. Other Provincial Branches.
  19. E.P.C.R. & PRO14 Office
  20. IRFU Director of Commercial and Marketing

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# KEY QUALITIES

## Essential

* + Business Marketing Degree / MBA
  + At least 8 years’ commercial experience at management level ideally with a mix of sales, sponsorship and consumer marketing and branding
  + A proven track record in delivering cost and revenue targets in a competitive environment
  + Gravitas, leadership style, communication and influencing skills commensurate with leading commercial and marketing for a world-class sporting organisation
  + Excellent management, organisational, communication, teamwork and time management skills
* Ability to work under pressure and meet tight deadlines
* An adaptable and flexible individual who has the ability to think strategically, devise and execute plans as well as have a hands-on approach to work
* Good knowledge of I.T. including Office packages, Word, Excel, PowerPoint, Outlook
* Personality: confident, creative, enterprising, motivated by targets, well presented, excellent people skills

**RESPONSIBILITIES**

# Key areas of responsibility include:

* Lead and develop the Commercial and Marketing agenda for Munster Rugby by driving, developing and leveraging the Munster Rugby brand, marketing and commercial plans in line with Munster Rugby’s vision and strategic plan
* Contribute effectively as a member of Munster Rugby’s senior team to wider strategy and management of Munster Rugby
* Work with the Ticket Sales Manager to maximise sales across all Munster Rugby matches in Thomond Park Stadium and Irish Independent Park through the key stakeholders and new customers, including - pricing, sales system, agents, clubs, MRSC and others
* Develop and execute a marketing plan to maximise awareness of matches and drive sales of season tickets and match tickets
* Lead the sponsorship strategy, manage and develop existing sponsors and build new partnerships and relationships
* Work with the Financial Controller to develop the annual budget and manage cost and revenue streams through the season
* Work with the Membership Strategist to grow and develop the membership base of Munster Rugby globally
* Work with the Head of Communications to constantly develop the Munster Rugby website, e-commerce, social media and other platforms to optimise online communication to our sponsors, patrons and supporters
* Lead and develop hospitality sales agenda in Thomond Park Stadium, through the Munster Rugby Business Development Manager
* Manage the matchday commercial and hospitality agenda
* Maximise advertising revenues for Munster Rugby through all media – Stadia, Programme and e-commerce
* Grow and develop Global events with support from Membership strategist and Business development manager
* Work with Corporate Ambassador and Fundraising team to develop the Patrons value proposition, and leverage Patrons support successfully over time
* Work with the Communications Manager and Team Manager to deliver the commercial requirements required from the team and management
* Work with the Retail Partner and Brand Manager to constantly develop new and innovative merchandise – Munster Rugby merchandise, licensing agreements, etc
* Develop and produce annual merchandise – pre-season guide, annual calendar, posters etc

The above statements are intended to describe the general nature and level of work required from this position. They are not intended to be an exhaustive list of all responsibilities and activities required. The holder of this position is required to respond with a flexible approach when tasks arise which are not specifically covered in this job description.

# PERFORMANCE MEASURES

The following KPIs are general targets which will be set at the start of the season and reviewed at quarterly meetings with the CEO, Munster Rugby and the Head of Commercial and Marketing, Munster Rugby. An annual review will also take place where the performance, duties and responsibilities will be fully appraised and documented

* Deliver and exceed
  + Ticket sales budget
  + Sponsorship income budget
  + Hospitality budget
  + Advertising Budget – pitch-side / programme / website
  + Patrons and Friends budget
  + Global event budget
  + Membership growth
* Effective management and development of direct reports and commercial team members
* Effective contribution to the wider Munster Rugby management agenda
* Improved processes and systems across the commercial function – including governance of the commercial and marketing effort in line with broader Munster Rugby governance