

POSITION DESCRIPTION



Position Title	Commercial Analyst
Business Unit	Revenue Team
Reports to	Head of Partnerships
Position Type	1.0, Permanent
Location	Auckland, NZ
Date	December 2024

New Zealand Rugby Commercial Overview

The vision for New Zealand Rugby (NZR) is to inspire and unify and its mission is to reimagine rugby.

As part of that wider vision and mission we want to enable a laser focus on commercial and customer success. Our purpose is to unleash New Zealand Rugby's potential, whilst create a loved game and loved brands.

We do this by living the values of The Rugby Way, Te Ara Ranga Tira, and the values that help us create that transformation: our ambition, our speed and agility, our search for excellence and a willingness to take calculated risks.

New Zealand Rugby Commercial is a small, dedicated team, based in our two main offices of Wellington and Auckland. We are legally separate to NZR but nonetheless are still integral and integrated to NZR and continue to be owned by and inextricably linked to our parent. We have a clear and focused mandate, to drive commercial and customer success for New Zealand Rugby.

Purpose

To lead the establishment of NZRC's commercial insights and research team to ensure that third party and owned data is driving rugby's commercial decision making.

The purpose of the position will be to ensure that NZRC's data is organized and optimized to demonstrate insights that grow revenue across our commercial program.

NZRC is searching for someone with a love of using data to tell stories with a proven history of building compelling business cases for internal and external stakeholders.

Key Tasks

Compilation, analysis and reporting of Brand, Fan, Media and Attendance data

- Lead the global research & insights function for NZRC's commercial and partnerships team to measure NZR brand and team metrics across key geographical markets
- Work with the NZRC brand and marketing team to ensure a complete and full data picture is being captured to demonstrate a compelling brand narrative for existing and prospect sponsors
- Identify and appoint new research and insights providers that track and measure data required such as TV, Attendance, Digital and Signage metrics
- Manage the contract, relationship and deliverables of research and insights providers to ensure comprehensive, accurate and timely information is being provided

Compilation and analysis of sponsor metrics to demonstrate a return on investment for existing sponsors

- Work with the Partnerships team to acquire sponsor objectives and KPIs from their marketing investment into NZ Rugby
- Create and manage an insights database that captures all sponsor objectives and work with the partnerships team and broader business to recommend activity that improves return on investment
- Work with the Partnerships team to produce quarterly reports for sponsors containing key metrics for distribution to partners
- Build end of season reports that include annual stories of success for each sponsor to encourage renewals and upsell in key areas

Responsible for building a strategic sales narrative for prospect partners

- Benchmarking NZR's metrics and commercial value against other global sports and entertainment properties
- Undertake analysis on NZRC's sponsor program value proposition, categories, and asset-mix to identify opportunities to structure our assets to grow revenue
- Review market research and other global rights holder programs to identify lucrative and emerging categories to target for sponsor acquisition
- Support the sales team prepare sales materials that provide relevant data and insights for prospect sponsors

General duties

- Compile best-practise case studies of sponsor campaigns that deliver successful outcomes to showcase to internal and external stakeholders
- Keep generic sales and partnerships documents, as well as data packs, fresh and updated with relevant metrics
- Ensure the sales and partnerships team are taking data-led approach in day-to-day decision making

Health & Safety (for self)

- Takes personal responsibility for keeping self-free from harm
- Follows safe working procedures
- Reports incidents promptly
- Reports hazards promptly and suggests appropriate remedies
- Knows what to do in the event of an emergency
- Co-operates in implementing rehabilitation plan

Other

- Undertake other tasks as required to meet team or organisational objectives

Key Relationships

This position reports to:	Head of Partnerships	
• Other areas/people that report to this position's immediate manager:	<ul style="list-style-type: none">• Senior Partnerships Manager (x2)• Delivery & Product Manager• Senior Manager – Events & Experiences	
• This job's direct reports are:	<ul style="list-style-type: none">• Nil	
External Relationships <ul style="list-style-type: none">• Research & Insights Agencies• Sky TV and other broadcasters• Sponsors and prospect sponsors• Fans	Internal Relationships <ul style="list-style-type: none">• NZR and NZ Rugby Commercial Staff• Professional Players• Team Management	

Person Specification

Experience

- Proven experience working within business and data analysis
- Experience in analysing data to draw business-relevant conclusions
- Providing reports and recommendations on findings
- Experience working with sport research and data agencies, such as Nielsen
- Experience with sponsorship or partnerships will be viewed favourably
- Experience with an enterprise CRM reporting and analysis system, such as Salesforce, would be beneficial

Knowledge

- Financial competency including the ability to understand and analyse business financial information
- Knowledge and interest in sport industry

- Understanding of the principles of sponsorship measurement

Skills

- Critical thinking
- Strong analytical and problem-solving skills
- Ability to translate data into insights and stories
- Strong written and verbal communication skills including technical writing skills

Educational and Professional Memberships

- Minimum requirement of a Bachelors degree, preferably in commerce

Competencies

Behaviour	Everyone	People Leaders
Be Welcoming	<ul style="list-style-type: none"> • Respects and values others' styles, opinions, backgrounds and beliefs • Understands the motivations and situation of others • Promotes an inclusive culture welcoming all ages, genders, ethnicities, sexualities, religions or physical abilities 	<ul style="list-style-type: none"> • Stays connected to the team • Cultivates a team culture by advocating collaboration across teams • Actively seeks others' involvement
Be Our Best	<ul style="list-style-type: none"> • Seeks and acts upon feedback to improve performance • Recognises & develops own strengths and work-ons • Shares knowledge and skills • Respects and values the contribution of others • Identifies areas where a difference can be made and adds value • Works to gain trust and respect with all stakeholders • Responds positively to change • Is forward-thinking, always looking striving to improve and be the best • Consistently delivers on time • Puts their hand up when help is required or when it's required by others 	<ul style="list-style-type: none"> • Ensures the right people are in the right job at the right time • Provides the tools needed for success • Invests in growing our people and supporting their holistic development • Sets attainable challenges & recognises and reinforces development efforts • Shares information and provides effective coaching • Takes the time to understand individual's strengths and where/how they can add value • Engages and utilises people from across NZR in the development and execution of business priorities • Looks long-term, to generate and encourage new ideas • Walks the talk

	<ul style="list-style-type: none"> • Sees opportunities rather than barriers • Speaks up and challenges where there are issues, risk or inefficiencies 	<ul style="list-style-type: none"> • Ensures the wider team understand how what they do fits with NZR's vision and key strategic challenges • Prioritises the wider team's goals and intentions accordingly
Be Passionate	<ul style="list-style-type: none"> • Demonstrates a can do attitude, always open to opportunities • Pursues everything with energy and drive • Strives to achieve stretch goals • Always an ambassador for NZR and the game • Loves what we do – works here because it's fun and we connect with others • Is a team player, connects with people 	<ul style="list-style-type: none"> • Creates a highly engaged environment and culture • Encourages responsible risk taking where mistakes are owned and learned from • Encourages research and learning in relevant areas of rugby, sports and other business to understand future trends
Play Fair	<ul style="list-style-type: none"> • Is honest and constructive in discussions • Acts for the good of the game and respects its heritage, history and heroes • Is open, supportive and considerate • Actively listens, considers and takes on board other views • Behaves with integrity and is responsible for own behaviour • Looks after others and steps in if something is not right • Fronts when something goes wrong, owns the action and the consequence 	<ul style="list-style-type: none"> • Ensures people know what is expected • Has the team's back • Trusts others to make good and timely decisions • Clearly and consistently communicates with all team members

Authorities / Dimensions of the Position

Staff – Nil

Budget – controls expenditure budget

Contractual – Signs letters and contracts on behalf of the organisation within specified delegated authorities.

Manager Name: _____ Signature: _____ Date: _____

Employee Name: _____ Signature: _____ Date: _____