



Commercial Secretary

Purpose of Role

To manage and develop revenue streams and sponsorship activity for the club. Managing relationships with our commercial partners and encouraging companies to support local rugby.

Time Commitment

Flexible, with occasional evening or weekend availability to meet sponsors and partners, and support matches, and club events.

Main Responsibilities

- **Income Generation**
 - Work with the Treasurer and Fundraising Lead to identify new opportunities to generate income for the club.
 - Source and approach new potential sponsors.
 - Develop existing sponsor relationships to ensure they feel engaged and valued as partners.
 - Manage our relationships with merchandise and equipment suppliers, explore new opportunities to expand our offering.
- **Guide Strategy**
 - Ensure our commercial activities and relationships align with the values of the game.
 - Work with the committee to put together long-term plans on kit partnerships and strategies.
 - Look at opportunities to diversify our sponsorship portfolio and merchandise offering to reduce risk of losing individual sponsors or partners.
- **Reporting**
 - Report to the executive committee on commercial matters and make recommendations on improvements/investments.

Skills & Qualities Needed

- Good at building and maintaining relationships.
- Strong commercial acumen and awareness.
- Ability to motivate and empower others to deliver.
- Excellent communication and negotiation skills.
- Good organisational and time management skills.

Support Provided

- Ongoing support from the Club Committee, Treasurer, and Fundraising Lead.
- Access to RFU resources and training as needed

Why Get Involved?

This is a rewarding role where you'll make a real difference to the commercial direction of the club and how we develop our offering as a club. Whether you're already involved in the club or new to volunteering, your support will help keep rugby safe, inclusive and fun for everyone.