



## 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.