



## Young Rugby Union Football Club Inc.

ABN 32 158 095 763  
PO BOX 330, YOUNG NSW 2594

### POSITION DESCRIPTION 2015 YOUNG RUGBY CLUB COMMITTEE

#### **SPONSORSHIP & MERCHANDISE MANAGER**

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Passion for rugby alone won't pay the bills. That's where you can help. We need a volunteer to manage advertising and sponsorship programmes for the club – from field signs to jersey sponsors, and more! You'll work closely with the Commercial Manager and encourage companies to get involved in rugby in exchange for helping them promote their business at our club.

You will also be in charge of merchandise. Having a sense of identity is essential to building pride in the club. One of the most visible ways people do this is through merchandise. Your role is to give people the chance to show their allegiance in a range of ways through the club colours.

#### **Ideally, you'll need to be:**

- Well-organised
- A good communicator
- Up to date with the latest merchandising trends, technology and opportunities
- A target driven sales person
- Business minded
- A good negotiator
- Efficient and a quick thinker
- Meticulous over the details

#### **What you'll do:**

- Manage existing sponsor/advertiser relations
- Source and approach new potential sponsors
- Build business cases for possible partners illustrating the potential returns on investment in us
- Manage the advertising at the club – from hoardings to programmes
- Maintain the annual income and expenditure account
- Work closely with the fundraising team to maximise opportunities
- Devise and oversee merchandise range
- Purchase stock and manage inventories
- Devise and implement merchandising budget
- Track sales and oversee reinvestment in stock
- Oversee quality control
- Develop long-term relationships with trusted suppliers

#### **How much time it will take up:**

Around 3-4 hours a week.

#### **What you'll get out of it:**

In managing one of the most vital income streams for the club, you'll take on a lot of responsibility which will help progress your career. You'll meet a wide range of people and get great satisfaction from seeing the sponsorship deals you negotiated directly benefit the club. By giving the club more visibility through well chosen, top quality merchandise, you'll get the satisfaction of helping your club in two ways. It makes those who already belong to the club feel good about it, and it attracts others to come and join, play, volunteer or watch.