

Collingwood Football Club

JOB DESCRIPTION



Position Title/Department: Senior Commercial Sales Manager

Reporting Manager: Group Account Director - Sales

Position Objective

The Senior Commercial Sales Manager is responsible for leading revenue generation across game day hospitality, corporate suites, and targeted commercial campaigns.

This role combines strategic sales, operational oversight, and cross-department collaboration to drive commercial outcomes for the Club.

The position is both commercially driven and relationship-focused, requiring a strong sales focus and attention to detail across the corporate sales department.

Responsibilities

Revenue Generation

- Drive game day hospitality sales across all inventory
- Lead corporate suite sales and renewals
- Develop tailored sales opportunities for new revenue opportunities
- Deliver against individual and team revenue targets

Corporate Suite Sales & Management

- Manage the full lifecycle of corporate suite sales (prospecting, sale, renewal)
- Identify upsell and cross-sell opportunities
- Drive retention and long-term client value

Sales Inbox Management

- Oversee and manage the Commercial sales inbox
- Ensure all inbound enquiries are actioned within agreed service levels
- Identify new client prospects from inbound enquiries.

Hospitality Promotion & Marketing Alignment

- Work closely with the Marketing team to develop and execute hospitality sales campaigns
- Provide commercial input into campaign messaging, targeting and offer construction
- Ensure accurate inventory alignment between marketing promotions and sales capacity
- Track campaign performance and optimise for conversion

KGM Partnership – Lead Facilitation

- Collaborate with KGM to facilitate car sales leads generated through targeted member campaigns
- Work with Membership and Marketing teams to identify high-value audience segments
- Ensure compliant and seamless handover of qualified leads
- Track and report on campaign performance and revenue impact

Database Growth & Pipeline Development

Proactively grow and maintain a high-quality commercial database

Identify and develop new corporate and HNW prospects

Maintain CRM accuracy and pipeline discipline

Values & Behaviours

Is aware and will continue to strive and behave according to Collingwood Football Club's values: **Do Better, Side by Side, A Nest For All and Fly Higher.**

Do Better – I commit to take deliberate actions to address racism when I see it. At Collingwood, we acknowledge the rights of the First Peoples of Australia, and that racism has no place in society.

Side By Side – I commit my best to a high performing team. At Collingwood we celebrate the wins and stick together through times of adversity.

A Nest for All – I champion and respect, diversity and inclusion to make others feel part of the Black and White. At Collingwood, we look out for each other, and those in need, as part of our commitment to provide a safe and welcoming Club for all.

Fly Higher - I make the most of my opportunities to drive excellence for myself and the team. At Collingwood we strive for success.

Child Safety Standards

The Collingwood FC has a commitment to ensure we provide professional, safe and enjoyable environments to children and young people who participate in our game.

The executive and management of our organisation are responsible for undertaking recruitment and ensuring that our processes and systems are robust and thorough, as well as being communicated and understood internally. Our recruitment process includes meeting and engaging with a variety of key people from across the organisation as well as completing thorough verification checks.

As part of our comprehensive recruitment process, we ensure that all safety and legislative checks such as working with children checks, criminal background checks, employment and personal reference checks are completed to ensure anyone working for the AFL is fit for the role they are employed in, prior to commencing employment.

The Collingwood FC takes the safety of children and young people very seriously and reviews all process and procedures in line with current state and federal legislation.