

## Partnerships Executive POSITION DESCRIPTION



**SURF LIFE SAVING®**  
NEW ZEALAND  
*In it for life*

<b>Reports To:</b>	Head of Commercial & Marketing
<b>Location:</b>	Auckland
<b>Position Status:</b>	Permanent role, 40 hours per week
<b>Direct Reports:</b>	N/A
<b>Key Relationships:</b>	SLSNZ Partners & Preferred Suppliers, Partner Agencies, SLSNZ team, SLSNZ Members & Clubs

### ABOUT SURF LIFE SAVING NZ

*As Aotearoa's leading beach & coastal safety, drowning prevention and rescue authority, we are truly unique, delivering proactive lifeguarding & essential emergency rescue services, a range of public education beach safety programmes, member education, training & development as well as a highly respected sport. With New Zealand having one of the highest rates of drowning (per capita) in the OECD, we are committed to changing this with a vision to have zero preventable drownings on our beaches.*

*We do all this as a charity and rely on the generosity of the public, commercial partners, foundations and trusts for donations and financial contributions in order to lead and support our incredible front line volunteer lifeguarding services. SLSNZ is the national association and represents 74 surf lifesaving clubs with 18,000+ members, including more than 4500 volunteer Surf Lifeguards. Our lifeguards, patrol over 80 locations in summer as well as providing emergency call-out rescue services throughout Aotearoa - saving hundreds of lives each year and ensuring thousands return home safe, after a day at the beach.*

### OUR VALUES

Credibility • Transparency • Passion • Aspiration

### POSITION PURPOSE

The purpose of this role is to work with the Head of Commercial & Marketing to provide quality and timely support to our commercial partners - ensuring high levels of partner satisfaction through delivering top quality activations and interactions. It involves elements of sponsorship, business development, marketing, events, customer service and sales.

### KEY RESPONSIBILITIES

<b>Partner Servicing</b>	<ul style="list-style-type: none"> <li>Assist the Head of Commercial &amp; Marketing with the activation of all partner campaigns and activations in line with contract, deadline and budget requirements</li> <li>Develop effective and timely reporting systems for all partner campaigns and activations</li> <li>Manage regular meetings and communications with all partners, attending meetings with the Head of Commercial &amp; Marketing</li> <li>Manage day-to-day requests from partners and/or their agency contacts and queries in a timely manner and according to required deadlines.</li> <li>Provide regular SLSNZ updates on key activity to all partners</li> <li>Provide regular partner updates on key activity to all SLSNZ clubs and staff</li> </ul>
<b>Partnership Administration, Activations and Marketing</b>	<ul style="list-style-type: none"> <li>Update, coordinate and maintain all contract deliverable documentation and spreadsheets in a timely manner</li> <li>Contribute to the creation of partner campaigns and ideas for leverage, working with partner marketing teams and agencies</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure the delivery of all partner campaigns, programmes and activations in a timely manner including marketing activities working with the Marketing Coordinator to execute these</li> <li>• Ensure all partners' brand guidelines and logos are current and correctly used by the SLSNZ team and across all communications channels.</li> <li>• Manage the delivery of partner functions</li> <li>• Manage all rebate programmes including collation of quarterly sales reports and rebates, request for invoice generation and payments in line with required deadlines</li> <li>• Coordinate the partner payment invoices process</li> <li>• Coordinate, deliver and monitor all partner contra accounts and allocations</li> <li>• Maintain the partner and preferred suppliers contacts' database in a timely manner</li> <li>• Coordinate all content for partner and supplier website pages and event information, and assist with design and social media content relating to partners as required</li> </ul>
<b>New Partner Prospects</b>	<ul style="list-style-type: none"> <li>• Assist the Head of Commercial &amp; Marketing in researching new partner prospects</li> <li>• Help identify new partner opportunities</li> </ul>
<b>Licensing partnerships &amp; Fundraising Opportunities</b>	<ul style="list-style-type: none"> <li>• Help develop, coordinate and implement sales and promotional strategies and campaigns for any licensing partners</li> <li>• Assist with seeking out and researching prospective licensing opportunities</li> <li>• Assist with partner fundraising opportunities and contribute to ideas and marketing activities around these</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Manage and coordinate the planning and communication with event exhibitors at all SLSNZ sporting events.</li> <li>• Ensure any sponsor activations, leverage, signage and branding are delivered in accordance with sponsor agreements</li> </ul>
<b>Other Duties</b>	<ul style="list-style-type: none"> <li>• Other duties as requested</li> </ul>

The role will be responsible for achieving targets. KPI's to be discussed and determined by the Head of Commercial & Marketing & the Partnerships Account Executive.

### SKILLS & QUALIFICATIONS

- Proven experience and demonstrated success in a similar role where achieving targets and meeting deadlines was a requirement
- Ideally previous sponsorship experience managing multiple partners, working on activations and leverage opportunities and events
- A strong customer focus and work ethic – willing to go the extra mile!
- A solid understanding of business, marketing and sales principles and practices
- Strong communication skills with the ability to connect to a wide-range of people
- Competent in all Microsoft Office packages including word, excel, power point, outlook
- Digitally savvy to help support our partners with online activations
- Organised multi-tasker with great time management.
- A commerce degree in Marketing, Business or Management (or a relevant field) is helpful but not essential, as would be experience working in a not-for-profit environment and knowledge of surf lifesaving
- Full driver's licence is essential

### PERSONAL ATTRIBUTES

<b>High attention to detail</b>	You'll impress with your methodical and systematic approach, time management and organisation skills.
<b>Ability to work under pressure</b>	You can manage and deliver on a multitude of competing deadlines whilst keeping composed in a fast-paced environment. You pride yourself in never missing a deadline. You can multi-task.

<b><i>Can work in a team or alone</i></b>	You are a team player but can work autonomously too. You have the confidence to undertake assigned tasks without being micro-managed and the wisdom to ask questions and seek answers if in doubt.
<b><i>Initiative &amp; reliability</i></b>	You are nimble and can think on your feet, you see things through and you'll deliver on time, every time. Your work ethic is on point. You are a self-starter.
<b><i>Enthusiasm &amp; Energy</i></b>	You are excited about our SLSNZ story & the incredible work our volunteer lifeguards undertake. You are keen to deliver impeccable service to our partners, ensuring that their objectives are met and their support acknowledged. You have a sense of humour!