Candidate Information Pack

General Manager - Partnerships & Sales



About Brisbane Broncos

The Brisbane Broncos are a professional rugby league football Club. The organisation was founded in 1987, prior to the team's entry into the competition in 1988, as the first team outside of NSW. The Brisbane Broncos have built an iconic brand in Australian Sport and are the only publicly listed sporting franchise on the Australian Securities Exchange having grown from a total revenue of $29m in 2011 to a revenue of circa $80m in 2024.

The Club has delivered a lot of success over this time, winning seven Premiership titles in the NRL Men's competition and four Premiership titles in the NRL Women's competition. Our vision is to become a World Class Sporting Organisation and have one of the largest fan bases in Australian sport. The Broncos are committed to the long-term development of rugby league in Queensland and the delivery of world class community programs focused on making a positive impact on the next generation.

Our Culture

With our Values at our core, we are more than just a Football Club. We emulate Respect, Mateship, Resilience and Compete. Whether it's playing the game we love or being in our communities, being a Bronco means we are 100% committed to everything we do.

Our goals are simple; Win Premierships; Grow our Brand; and Make a Positive Impact.

The Brisbane Broncos have a responsibility to our community to uphold the strong Queensland spirit. We pride ourselves on connecting with our members, fans, partners and all other stakeholders to deliver results aligned with our vision to be a World Class Sporting Organisation.

We offer an excellent working culture which ignites performance, inclusiveness and joy, both on and off the field, providing a rewarding and dynamic workplace in a world class facility.

Our Purpose

To inspire and excite

Our Vision

To be a world-class sporting organisation

Our Goals

Win premierships
Grow our business and our brand
Make a positive impact

Brisbane Broncos Leadership Team



Dave Donaghy

Chief Executive Officer



Matt Friend

Chief Financial Officer



Dan Glass

Chief Commercial Officer



Kate Cullen

Chief of Staff & Strategy



Louise Lanigan

Company Secretary & Salary Cap Manager



Troy Thomson

Executive General Manager – Football



Nathan Baunach

General Manager - Community & Social Impact

Brisbane Broncos Board of Directors

- Karl Morris AO (Chairman)
- Darren Lockyer
- Neil Monaghan
- Vicki Wilson OAM
- Andrew Fraser
- David Asplin
- Michael Newell (Alternate Director)

Position summary for General Manager - Partnerships & Sales

Reports to	Chief Commercial Officer
Manager Once Removed	Chief Executive Officer
Department	Partnerships & Sales
Type of Position	Full time

Role Purpose

The General Manager – Partnerships & Sales is responsible for leading the Brisbane Broncos' partnership and business-to-business commercial revenue strategy, driving sustainable revenue growth, strengthening the Club's corporate partner portfolio and delivering world-class experiences for partners and corporate customers. The role provides strategic leadership across partnership acquisition, partnership management and servicing, corporate hospitality sales, commercial sales and business development.

Working closely with the Chief Commercial Officer and broader Club leadership, the role will build a high-performing commercial sales culture, maximise the value of the Broncos brand and commercial assets and identify new traditional and non-traditional revenue opportunities. The position is accountable for strong acquisition, retention, renewal and sales performance while ensuring long-term, mutually valuable relationships with partners and customers.

Key Work Outputs and Accountabilities

The role is accountable for delivering the strategic growth, commercial performance, partner experience and operational effectiveness of the Club's partnerships and corporate sales functions.

Strategic Growth & Financial Performance

- Develop and execute a multi-year Partnerships & Sales strategy aligned to overall Commercial and Club strategic objectives.
- Own and deliver annual revenue, contribution and profitability targets across partnerships, sponsorship, corporate hospitality and broader commercial sales activities.
- Develop and manage annual budgets, forecasts and long-range commercial plans in partnership with the Chief Commercial Officer and Finance.
- Establish clear revenue growth, retention, acquisition and profitability targets across each area of responsibility.
- Maintain a strong focus on profitable growth, return on investment and the commercial value generated from Club assets.
- Identify emerging market opportunities, new commercial categories, products and revenue streams capable of supporting sustainable growth.
- Provide accurate forecasting, pipeline reporting, performance insights and commercial recommendations to senior leadership.
- Ensure disciplined management of commercial inventory, rights, benefits, pricing and contractual commitments.

Key Work Outputs and Accountabilities cont.

Partnership Sales & Acquisition

- Lead the Club's partnership acquisition strategy across traditional and non-traditional commercial categories.
- Provide strategic direction, leadership and oversight of Business Development resources to drive new partnership acquisition, strengthen the Club's commercial pipeline and deliver sustainable revenue growth. Build and maintain a strong, qualified new-business pipeline aligned with revenue targets and strategic priorities.
- Develop compelling partnership propositions that leverage the Broncos brand, fan base, digital reach, football programs, community impact and corporate network.
- Lead major partnership negotiations and new-business pitches, ensuring strong commercial outcomes and appropriate contractual protections for the Club.
- Establish clear sales methodology, targets, pipeline management and conversion disciplines across the partnership sales function.
- Identify opportunities for multi-year agreements that improve long-term revenue certainty and partner value.
- Develop strong relationships with senior executives, decision-makers, agencies and prospective commercial partners.
- Ensure partnership acquisition activity is informed by audience insights, market trends, category analysis and the Club's broader brand strategy.

Partnership Management, Servicing & Retention

- Provide executive leadership of the Club's partnership management and servicing function through the Head of Partnerships.
- Establish a best-in-class partner servicing model focused on relationship quality, commercial outcomes, proactive account management and partner satisfaction.
- Ensure contractual rights and benefits are accurately documented, planned, delivered and measured.
- Drive strong partner retention and renewal outcomes through proactive relationship management and forward planning.
- Develop structured account planning and renewal strategies for major partners well in advance of contract expiry.
- Ensure the Club consistently identifies opportunities to add value beyond contractual obligations where appropriate.
- Build strong executive-level relationships with key Club partners and act as a senior escalation point for significant partner matters.
- Partner with Marketing, Digital, Community, Football, Events and other departments to maximise the effectiveness and impact of partnership activations.
- Develop meaningful measures of partner value, satisfaction, engagement and return on investment.

Corporate Hospitality Sales

- Provide strategic leadership of the Club's corporate hospitality sales function through the Corporate Sales (Hospitality) Manager.
- Develop and execute strategies to maximise corporate hospitality revenue, yield, occupancy and customer retention.
- Oversee the development, positioning, pricing and sale of hospitality products across home games and other Club events.

Key Work Outputs and Accountabilities cont.

Corporate Hospitality Sales cont.

- Ensure hospitality products provide a premium customer experience consistent with the strength and positioning of the Broncos brand.
- Develop effective prospecting, sales, renewal and account management processes for corporate hospitality customers.
- Identify opportunities to improve product mix, packaging and customer lifetime value.
- Collaborate with Events, Ticketing, Membership, Marketing and stadium stakeholders to ensure strong delivery of the end-to-end corporate customer experience.
- Use customer insights, sales performance and market demand to inform future hospitality product development.

Commercial Sales & Business Development

- Lead a coordinated approach to broader commercial sales and business development opportunities across the Club.
- Identify new revenue opportunities that leverage the Broncos brand, intellectual property, facilities, events, audiences, content, community footprint and business network.
- Develop commercially sound business cases for new products, partnerships and growth opportunities.
- Assess potential commercial opportunities against financial return, strategic alignment, brand impact and delivery requirements.
- Build relationships across the Queensland and national business communities to create new commercial opportunities for the Club.
- Develop innovative commercial propositions and partnerships that extend beyond traditional sports sponsorship.
- Work collaboratively with Community & Social Impact to identify opportunities for commercial and philanthropic partnerships that create both commercial and community value.
- Support the ongoing growth and positioning of the Club's business-to-business network and associated commercial products.
- Monitor market developments, competitor activity and emerging trends across sport, entertainment and corporate partnerships

Commercial Asset, Pricing & Inventory Management

- Maintain strategic oversight of the Club's partnership, sponsorship and corporate hospitality inventory.
- Ensure commercial assets are packaged and priced to maximise value while protecting long-term brand equity.
- Lead regular reviews of asset utilisation, availability, pricing and commercial performance.
- Develop frameworks to appropriately value existing and emerging physical, digital, content, player, community and experiential assets.
- Ensure the Club avoids unnecessary dilution or over-commercialisation of high-value properties.
- Work collaboratively with Marketing and Digital teams to create new commercially attractive inventory while maintaining a strong fan and brand experience.
- Ensure proposed commercial agreements can be operationally delivered prior to contractual commitment.

Key Work Outputs and Accountabilities cont.

Sales Performance, Systems & Reporting

- Establish clear sales targets, KPIs and performance standards across the Partnerships & Sales team.
- Drive disciplined utilisation of the Club's CRM and associated commercial systems for lead management, pipeline tracking, account management and forecasting.
- Maintain accurate and transparent visibility of sales pipeline, renewal risk, revenue performance and commercial opportunities.
- Use data and insights to improve acquisition, conversion, retention, yield and customer value.
- Develop regular reporting for the Chief Commercial Officer and senior leadership identifying performance against targets, key risks and opportunities.
- Drive continuous improvement and increased automation across commercial sales and servicing processes.
- Ensure customer and partner information is appropriately managed in accordance with privacy, confidentiality and Club requirements.

Leadership & Team Development

- Build and lead a high-performing, commercially focused Partnerships & Sales team.
- Provide direct leadership, coaching and support to the Head of Partnerships and Corporate Sales (Hospitality) Manager.
- Establish clear accountability across partnership acquisition, partnership servicing, corporate hospitality sales and broader business development activities.
- Create a strong sales and performance culture characterised by collaboration, accountability, disciplined execution and continuous improvement.
- Develop capability across negotiation, strategic selling, account management, commercial acumen and relationship management.
- Establish clear individual and team performance objectives aligned to Club and Commercial Department priorities.
- Provide coaching, development and succession planning across the team.
- Actively contribute to the Club's leadership group and broader strategic initiatives.
- Role model the Club's Values and foster strong collaboration across all departments.

Legislative Requirements

Compliance with:

- Workplace Health and Safety Act 2011.
- Workplace Health and Safety Regulations 2011.
- NRL rules and regulations.
- Brisbane Broncos Privacy Policy and the Privacy Act (1998).
- Working with Children (Risk Management and Screening) Act 2000.

Key Role Relationships

Internal Role Relationships

All Broncos departments, with key relationships including:

- Chief Commercial Officer.
- CEO and Executive Leadership Team.
- Marketing, Brand & Digital.
- Consumer, Membership & Ticketing.
- Events and Game Day.
- Community & Social Impact.
- Football – NRL, NRLW and Academy.
- Retail & Merchandise.
- Finance.
- People & Culture.

External Role Relationships

- Existing and prospective corporate partners.
- Corporate hospitality customers, sponsorship, media and creative agencies.
- NRL and associated commercial stakeholders, stadium and venue partners.
- Business leaders and corporate networks.
- Government and community stakeholders where relevant suppliers and commercial service providers.

Qualifications, Experience, Knowledge & Skills

Qualifications

- Tertiary qualifications in Business, Commerce, Marketing, Sales or a related discipline are desirable.
- Relevant postgraduate qualifications or professional development in commercial management, sales or leadership will be highly regarded.

Experience

- Extensive senior leadership experience across sponsorship, partnerships, commercial sales, business development or related commercial environments.
- Proven track record of delivering significant revenue growth and achieving ambitious commercial targets.
- Demonstrated experience leading complex business-to-business sales and acquisition strategies.
- Strong experience in the acquisition, negotiation and renewal of high-value commercial partnerships.
- Demonstrated experience managing major corporate relationships and delivering high standards of account management and servicing.
- Experience leading corporate hospitality, premium sales or comparable customer revenue functions.
- Proven ability to develop new commercial products, propositions and revenue streams.
- Experience managing commercial budgets, forecasts, pipelines and revenue performance.
- Demonstrated experience leading and developing high-performing sales and account management teams.
- Experience within sport, entertainment, media, major events or another rights-holder environment will be highly regarded.

Qualifications, Experience, Knowledge & Skills cont.

Knowledge & Skills

- Exceptional commercial acumen with a strong understanding of revenue growth, profitability, pricing and value creation.
- Sophisticated sales leadership capability with a demonstrated ability to create disciplined, high-performing sales environments.
- Strong strategic thinking with the ability to translate strategy into measurable execution.
- Advanced negotiation and influencing capability, particularly across complex and high-value commercial agreements.
- Strong understanding of sponsorship, partnership marketing, rights valuation and brand activation.
- Excellent relationship management skills with the ability to engage credibly with senior executives and key decision-makers.
- Strong understanding of corporate hospitality and premium customer sales environments.
- Ability to identify and commercialise new business opportunities.
- High level of financial literacy with strong forecasting, budgeting and commercial analysis capability.
- Strong understanding of CRM, sales pipeline management and data-led decision-making.
- Ability to collaborate effectively across multiple functions and balance commercial objectives with brand, fan and operational considerations.

Recruitment Process

How to apply

Applications can be made via www.seek.com, or by email to chris.oflynn@uandu.com. To apply, we require your **resume and a one page cover letter** outlining how your skills and experience align to the position and what is required. These requirements are also outlined in our online advertisements.

The interview process

During this process the first-round interview will be with the executive recruitment team at u&u. If you are successful in being shortlisted for an interview for this position, you will proceed to a panel interview.

A tentative date has been held for the panel interviews, however this will be confirmed with shortlisted applicants closer to the date. We will also inform you of the panel members for that interview and the format of the discussion.

Contact Chris O'Flynn for more information



Chris O'Flynn
Senior Associate, Sales

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chris.oflynn@uandu.com

Since starting his recruitment career in 2007, Chris has successfully filled more than 750 permanent sales and sales leadership, positions with organisations ranging from family or private equity owned SMEs, global corporates, not for profits and government owned corporations. Chris has also worked across a broad range of industries including industrial & mining services, building products, consumer goods, technology & software, retail, medical, agriculture and not for profit, to name a few.

Chris has a deep understanding, but at the same time enjoys continually learning about the key skills and personality traits that make an individual successful in both transactional and complex selling environments, across a wide range of sales environments and industries. Chris also enjoys the variety and complexity that comes with understanding client and candidate, needs, wants and goals and then takes pride in matching these, while also offering valuable insights to both parties.

Chris is trusted by CEO's and executive teams to recruit highly confidential executive roles requiring the signing of NDA's and trusted by sales leaders to run recruitment projects building their sales teams. Chris is experienced in proactive sourcing through market mapping and head hunting, ensuring the best talent in the market is sourced for each role and is well networked with more than 6,000 sales related contacts on LinkedIn.