

JOB ADVERTISEMENT
IRL HEAD OF COMMERCIAL AND OPERATIONS – INTERNATIONAL RUGBY LEAGUE

Location:	Global (remote)	Salary:	Competitive
Reports to:	IRL Board	Employment type:	Fixed term, full time
Closing date for applications:	Wednesday 28 February 2024	Applications to be sent to:	charlotte.monkman@intrl.sport

INTERNATIONAL RUGBY LEAGUE

International Rugby League (IRL) is the international federation for the sport of Rugby League. The IRL membership comprises over 50 members, spread over four global operational regions. It is responsible for the Laws of the Game, the development, organisation and governance of rugby league internationally, and for the sport's major international tournaments - most notably the family of Rugby League World Cups.

There are currently two regional confederations affiliated to the IRL; European Rugby League (ERL) and the Asia-Pacific Rugby League Confederation (APRLC) through which the IRL works to develop the game, support nations and operate tournaments in the respective regions.

MISSION OF INTERNATIONAL RUGBY LEAGUE

- To foster, develop, promulgate, promote, govern and administer rugby league throughout the world; bringing together the IRL members and others for the purpose of achieving those objectives
- To establish a multi-year rolling calendar of international matches including IRL and confederation tournaments, bilateral tournaments and matches; to meet the growing demand for women, youth and wheelchair international events; and stage world class events that deliver commercial value, grow audiences and inspire members to grow participation and develop talent
- To ensure integrity and good governance of the international game and compliance with the standards required by international monitoring bodies

THE HEAD OF COMMERCIAL AND OPERATIONS ROLE

PURPOSE

- Develop, in conjunction with the Board of Directors, a commercial strategy for the IRL that significantly grows commercial revenue for the organisation
- Implementation of the strategy and regular reporting to the IRL Board against the KPIs for the commercial programme
- Provide operational support as part of IRL management team



DUTIES AND RESPONSIBILITIES

1. Commercial

Coordinate the development of a strong commercial strategy for the IRL that:

- Grows commercial revenue for IRL
- Optimises the mutual value of all commercial partnerships
- Delivers successful sports entertainment events
- Maximises the value of IRL broadcast and media rights
- Develops merchandising and licensing programmes
- Partners with funding organisations
- Creates and exploits new revenue streams

2. Management of Commercial Programme

- Responsible for the development and successful execution of an annual commercial plan
- Appoint and manage relationships with key external consultants/suppliers (sponsorship sales, media etc)
- Co-ordinate all commercial projects
- Maintain sponsorship servicing
- Build brand development and marketing activities including advertising campaigns (where required)
- Deliver commercial elements of event management
- Manage media rights portfolio
- Develop key relationships with broadcast partners

3. Brand Management

- Protect and grow the value of IRL brands
- Develop and maintain brand standards and guidelines for the use of IRL properties
- Protect IRL intellectual property
- Oversee the content and maintenance of IRL website and social media platforms as communications tools and commercial vehicles
- Develop strategies to enhance IRL's digital offering
- Oversee international and domestic advertising campaigns for IRL events

4. Operations

- Provide operational assistance to tournaments, matches, events run under the auspices of or in conjunction with the IRL

5. Additional

- Work in a collaborative manner with other IRL management to achieve the overall organisation goals
- Complete or contribute to other IRL projects as assigned by IRL Chair from time to time





SKILLS, EXPERIENCE AND QUALIFICATIONS

- Tertiary qualification in commerce, business, sports management (marketing or finance major)
- 5 years' experience in a similar commercial role within the sports industry
- Possible sports commercial marketing agency experience
- Ability to influence and work with a diverse range of stakeholders
- Strong commercial, analytical thinking
- Strong presentation and sales skills

APPLICATIONS

If you are interested in applying for this role, please send your CV, along with a covering letter to IRL's Business and Projects Manager, Charlotte Monkman, charlotte.monkman@intrl.sport, by **TUESDAY 28 FEBRUARY 2024**. All candidates will be notified of the next steps by Monday 4 March 2024.

