

SAIL GP™

Head of Commercial, APAC

SailGP

SPORTSPEOPLE
RECRUITMENT



- **Dynamic, global sport organisation**
- **Drive the commercial success of SailGP across the Asia Pacific region**
- **Based in Australia (Sydney preferred) with regular travel throughout the region**

About SailGP

SailGP is the world's most exciting racing on-water, SailGP was established in 2018 and is headquartered in London. The annual, global championship Races for a Better Future accelerating change in everything it does.

The fan-centric, inshore racing takes place among the sport's top athletes in some of the most iconic harbors around the world and offers the sport's top prize money, with US\$4.3 million at stake over the season. Rival national teams battle it out in identical supercharged F50 catamarans, engineered for intense racing at electrifying speeds exceeding 60 mph/100 kph.

In 2020, SailGP set a new standard as the first climate positive sports and entertainment property and began delivering actions and innovations that advance the global adoption of clean energy. Underpinning the organisation's purpose-driven agenda is a diversification of the league, with the goal of immediately progressing gender and racial equity and inclusivity.

SailGP is a global organisation with defined values that shape the culture of its diverse team: deliver quality, break boundaries, make an impact, stand together, and strike a balance.

"This is a critical role for an ambitious strategic thinker to drive our commercial expansion throughout the broader APAC region"

Charlie Dewhurst - Chief Commercial Officer



Head of Commercial, APAC

Reporting to the Chief Commercial Officer (based in the UK), the Head of Commercial, APAC will lead the commercial strategy and business development activity across the Asia Pacific region. With support from the APAC Business Development Manager, this role will have a focus on securing and negotiating sponsorship agreements for events in the APAC region as well as for the New Zealand SailGP Team. This senior position plays a pivotal role in the success of the region by ensuring new business opportunities and profit potential are maximised whilst maintaining strong relationships with existing sponsors to leverage brand exposure.

This “hands on” role will involve significant travel within the wider APAC region, connecting with brands to build commercial partnerships. The strategic use of data and insights will be required to create enticing propositions for this dynamic sport product. Collaborating with agencies whilst managing and growing the agency network will also be a key to success.

To be considered for this role you will be a creative and strategic thinker, with strong consultative, decision-making, and problem-solving skills. You will have a proven track record of securing and managing major commercial and/or sponsorship contracts, ideally from within the major events or professional sporting sector. You must be able to navigate a crowded and competitive market on an international scale, ideally with a broad network of commercial, brand, agency and/or city connections. Whilst experience within the wider Asia Pacific market would be preferred, candidates must have a strategic growth mindset able to explore opportunities and drive the expansion across the broader APAC region.

The role would suit a dynamic and engaging leader, with the ability to inspire and manage staff whilst simultaneously managing multiple projects and initiatives in a fast-paced environment. A proven background in leading and influencing a range of people and interest groups is essential, as is the ability to engage with a diverse range of key stakeholders (internal and external).

This exciting challenge is an opportunity to be instrumental in driving the commercial success of a growing sport as it expands within the APAC region.



Key Responsibilities

- Be responsible for driving the APAC regional commercial strategy and long-term commercial growth of SailGP in the region
- Manage all commercial activity in APAC including all agency relationships
- Develop and negotiate new sponsorship agreements with support from the Chief Commercial Officer and APAC Business Development Manager
- Lead commercial efforts for the League across the region, including partnerships for all Events in the region (Australia and New Zealand Events in Season 5)
- Lead commercial efforts for the New Zealand SailGP Team, supported by the leadership of the NZL SailGP Team
- Support the Chief Operating Officer in the development of new Host Venue opportunities across the region, leading on the commercial elements of the Host Venue opportunities
- Develop industry leading commercial materials including global & market-specific sales documents, market/company briefs, proposals, and value propositions
- Work closely with the internal Analytics Team and APAC Business Development Manager to develop excellent data-driven commercial proposals for future partners
- Actively and regularly research and investigate prospective third-party sponsors for the League, Events and New Zealand SailGP Team
- Identify & develop new creative commercial opportunities, including new industry sectors, new commercial inventory, and new commercial prospects (for the New Zealand Team, APAC Events, and the League)
- Manage the APAC Business Development Manager, including allocation of tasks and responsibilities (aligned to the regional commercial strategy), performance management and career development
- Work with the APAC Head of Marketing and Communications to develop and execute strategies to grow awareness and build profile in the region
- Actively support the marketing and event operations department on all revenue-driving activities
- Work with APAC Regional Event Director and Commercial Operations Department to promote SailGP hospitality, ticketing, and merchandising programs through commercial partnerships
- Represent SailGP at conferences, trade shows and other major events in the region
- Manage on-going sponsor relationships and oversee deliverables once third-party sponsors are signed, working with the APAC partnership delivery team
- Lead on commercial reporting in APAC to SailGP leadership including pipeline management, weekly recaps & detailed quarterly reporting
- Present to SailGP Leadership, stakeholders, industry leaders globally as required
- Work closely with SailGP's agency partners including IMG, service providers and other agencies in the region
- Own Project Management across the above key areas in APAC; track projects, deadlines, deliverables and efficiently communicate with the global commercial and leadership team



Selection Criteria

In addition to demonstrating **relevant experience across the core functional areas of responsibility identified in this Position Overview**, candidates applying for this role will require a range of personal and professional skills, including:

- Significant relevant experience and demonstrable track record of sales, business development and delivering commercial results
- A strong network of brand, agency, and city contacts in the region (preferred)
- A track record of creativity, strong strategic thinking capabilities and demonstrated problem-solving skills
- Extensive management experience
- Ability to operate both independently and in a collaborative, fast-paced team
- Excellent verbal, written, analytical and organisational communication skills
- Excellent proposal development and presentation skills
- Extensive knowledge of the global sports, media, and entertainment landscape
- Superior organisation, prioritization, and project management skills
- Ability to work effectively and thrive in a fast-paced environment
- Entrepreneurial and passionate with a desire to exceed expectations
- Strong work ethic & proactive approach
- Appetite for extensive travel throughout the region

Candidates must be an Australian Citizen / Permanent Resident or have unlimited working rights within Australia to be considered for this position.

Hours of Work

This is a full time position. Given the unique nature of the sports industry, and the regional/global nature of the organisation working outside of traditional office hours will be required, in particular to attend meetings and events.

Location and Travel

The preference is for this position to be based out of the SailGP Sydney office.

Extensive travel will be required in this role (30% of the time as a minimum). In particular around Australia, New Zealand, the wider Asia Pacific region and occasionally to the London head office.

Remuneration Guide

An attractive remuneration package, plus a significant annual bonus will be available to the successful candidate, negotiable depending upon skill level and experience. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Candidates are invited to discuss their salary expectations with Sportspeople Recruitment prior to applying.

Timelines

Final interviews and the appointment of this role are scheduled for May 2024.

The successful candidate would be expected to commence duties as soon as possible, mindful of notice periods and general availability.

Website & Social Media

For more information and news items on all facets of activities, services and programs, visit:

SailGP Website: sailgp.com

Facebook: facebook.com/SailGP

Twitter: twitter.com/SailGP

Instagram: instagram.com/sailgp

Please apply now to avoid missing out!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

If you are intending to apply, please do so now. We reserve the right to close the role as soon as sufficient merit applications are received.

Applications close: 5pm Monday 29 April, 2024

Candidates must complete and submit the **COMPULSORY Sportspeople Recruitment Application Form** at the time of applying. The form is available as a download at the Sportspeople Recruitment website listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 1-2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

Apply to

Your application should be sent electronically via the “apply now” link at the advertisement via sportspeoplerecruitment.com/jobs

Enquiries

In the first instance general enquiries should be directed to **Scott Oakhill** on **0408 258 337** or **FREECALL AU 1800 634 388** or **+61 2 9555 5000** or via admin@sportspeoplerecruitment.com.

About Sportspeople Recruitment

The Head of Commercial, APAC, SailGP search and recruitment process is being managed exclusively by **Sportspeople Recruitment**.

Sportspeople Recruitment is a globally connected, executive search and recruitment firm servicing sport business. Celebrating 28 years in 2024, our curated Global Talent Network has been developed from successfully filling thousands of roles across the A-Z of sport business employers. We offer the most experienced Consultant team in the market available to assist with executive search, general recruitment, hiring strategy, remuneration planning and executive/Board advice.

We are delighted to have been appointed by SailGP as the exclusive search partner for the Head of Commercial, APAC position.

Merit Recruitment

Don't meet every single requirement? Studies have shown women and minority groups are less likely to apply for jobs unless they meet every single qualification. **Sportspeople Recruitment has a reputation as a leader in merit recruitment.** Everything we do has a focus on presenting the best candidates to our client Employer whilst maintaining a commitment to do what we can to address the imbalance of under-represented groups in leadership positions.

If you believe you have what it takes to perform this job but don't tick off every single qualification and experience we've listed, we encourage you to focus on the strengths, experience, qualifications and soft-skills you do have as the reasons you should apply. Believe in yourself and if still in doubt call our Consultant for a quick chat or simply apply. Without an application we can't consider you and we'll never consider your application a waste of our time.

SailGP is proud to be an equal opportunity workplace committed to building a team culture that celebrates diversity, equity and inclusion.

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