



Head of Growth & Commercial APAC

parkrun Australia Ltd



- **Grow parkrun's impact by driving the commercial strategy across five revenue streams**
- **Newly created APAC Senior Leadership Team role**
- **Location flexible (Melbourne or Sydney preferred)**

About parkrun

parkrun is a health and wellbeing charity with a vision to create a healthier and happier planet. Since its conception in 2004, parkrun has evolved into a global social movement with a vibrant and inclusive community at its core. As of 2024, parkrun has recorded over 100-million instances of walking, jogging, running, and volunteering.

The parkrun mission is to transform lives by empowering people to be active, together, outdoors in their local community; and to protect parkrun for the generations to come. Each and every weekend, parkrun delivers free, weekly timed events that people of all ages and backgrounds can join in. By tackling barriers to participation, they encourage communities to come together and embrace regular physical activity.

Now in its 22nd year, parkrun spans over 2,800 locations in 22 countries with more than 12 million people registered, and counting.

The first parkrun held was conducted in Australia on the Gold Coast in 2011. There are currently 557 parkrun events taking place around Australia every weekend, with an additional 150+ throughout the Asia Pacific Region. parkrun Australia Limited is a wholly owned subsidiary of parkrun Global Limited (a UK-based registered charity).

parkrun Values

- We are one global **COMMUNITY**. We look after each other and make time to connect.
- We have **AMBITION**. We work creatively and collaboratively so we can keep scaling our impact.
- We bring **JOY** to our work! We celebrate the wins, laugh together and keep the passion alive.
- We always act with **INTEGRITY**. We stay true to our principles and hold ourselves and others to account.



Head of Growth & Commercial

The Head of Growth and Commercial is a new role, created to give parkrun Asia Pacific's revenue effort a single accountable owner for the first time. The role sits on the APAC Senior Leadership Team, reports to the Managing Director APAC, with a dotted line to the Global Head of Commercial. The role carries responsibility for all five of the region's income lines: partnerships and sponsorship, retail, grants, donations and philanthropy.

This is a build role as much as a management role. Donations and philanthropy has no owner today. Grants sits well short of its annual target. The charity transition, now underway, will open up new giving pathways once ACNC registration completes. This role is what turns being a charity into real income rather than a line on a slide.

Building and own the commercial strategy across all five income lines, you'll deliver compelling proposals and presentations to prospective sponsors, grow the sponsorship pipeline to the next level and strengthen existing partnerships with brands who already believe in the parkrun vision.

You will work closely with the Global Commercial team to ensure alignment on what can be achieved and agreed on within the global parkrun operating framework.

You'll inherit an experienced Partnerships Manager as your first direct report, an established retail operation, and an open field in front of you. Most of what this role could achieve doesn't exist yet. That's the appeal.

To be considered for this role, you will have a demonstrated track record of winning and growing commercial partnerships and sponsorships, experience running more than one revenue stream at a time, and a comfort with grants and philanthropy alongside commercial deal-making.

A background in the not-for-profit, charity or membership sector would be beneficial, or a clear understanding of how commercial work sits alongside this mission. Commercial retail experience: forecasting, supplier relationships, digital sales platforms, is also required.

Working in a dynamic environment, you will have the proven ability to lead and operate in a small, lean team: strategic one day, hands-on the next. Driven by parkrun's purpose and its health and wellbeing benefits to the community, you must have the appetite to build the commercial function from a small base, not just manage the one that already exists.

This is an exciting opportunity to shape and lead one of the most trusted community health movements in the world, at the exact moment its Asia Pacific arm is being built for the next stage of its growth.



Key Responsibilities

- Develop and lead parkrun APAC's commercial strategy across its five income lines, establish a revenue plan and development pipeline for each, and hold accountability for delivery against them.
- Take on line management of the Partnerships and Retail portfolio, and build out the commercial team as revenue justifies it.
- Grow the partnerships and sponsorship pipeline to the next level, securing new corporate and brand partners and delivering compelling proposals and presentations to prospective sponsors, and commercially strengthening relationships with existing partners.
- Drive commercial performance of retail across the APAC platform, build effective working relationships with other APAC departments, and ensure retail operations, including the warehouse, run safely and within capacity in line with Workplace Health and Safety legislation.
- Build parkrun APAC's first proper grants program, with named targets and a real pipeline behind them, working toward the region's annual grants target.
- Establish a donations and philanthropy income line.
- As a baseline, a target will be set of \$1M p.a. in grants and donations in the first year.
- Represent the commercial function in the fortnightly SLT operating rhythm, and report on retail, partnership and income performance against target, including pipeline, forecast and risks, in partnership with Finance.
- Negotiate and manage commercial partnership contracts and renewals, making sure every commercial agreement stays true to parkrun's principle of free, for everyone, forever.
- Establish and mature regional forecasting and reporting capability, delivering accurate revenue projections by income line, supplier and partner relationship management, and consistent Board-level reporting.
- Build and maintain collaborative working relationships with Heads of Departments (Finance & HR, Event Delivery, and Communications and Health & Wellbeing) to deliver strategic goals aligned with organisational values and brand guidelines.
- Report directly to the Managing Director and actively contribute as a member of the Senior Leadership Team (SLT).
- Establish and expand corporate networks by leveraging relationships with parkrun Australia Board Directors, government funding bodies, commercial partners to drive organisational growth and business development.
- Lead APAC commercial initiatives in close alignment with the Global Commercial Team, driving revenue and commercial growth across the APAC region to prioritise regional income targets.
- Line management responsibilities:
 - Regular 1:1s with direct reports.
 - Set objectives, provide regular feedback and developmental guidance.
 - Plan the team's workload, responsibilities and availability.
 - Play a role in recruitment and selection.
 - Cascade messages to the team as appropriate.
 - Provide support for team members and promote health and wellbeing at work.

Reporting Relationships

Reports to:

- Managing Director, parkrun Asia Pacific

Direct Reports:

- Partnerships Manager

Location and Travel

The Head of Growth & Commercial APAC may work remotely, with a preference for either a Melbourne or Sydney base.

Some travel within Australia will be required on occasion including regular travel to the Gold Coast office and warehouse, and to attend meetings with partners and key stakeholders.

Hours of Work

This is a full time permanent position. Due to the nature of the role, regular evening and some weekend work will be required to attend meetings and events.

As a minimum, the role will be expected to attend APAC Senior Leadership Team meetings and Global meetings such as Global Town Hall meeting and regular meetings with the Global Head of Commercial and Retail.



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:

Essential

- A track record of negotiating and securing commercial partnerships and sponsorship, with demonstrable revenue growth achieved.
- Experience managing retail operations commercially, including sales forecasting, supplier relationships and digital sales platforms.
- Experience growing income across multiple revenue streams at once, ideally including grants and/or donations and philanthropy alongside commercial partnerships.
- Experience presenting commercial strategy and financial forecasts at Executive and Board level.
- A background in the not-for-profit, charity or membership sector, with a real understanding of how commercial activity sits alongside mission and values, not against it.
- Financial management and budgetary control across a multi-line revenue function.
- Experience building or significantly growing a commercial function from a small or early-stage base, not only running an already-established one.
- Proven ability to balance strategic leadership with hands-on delivery in a lean environment. Experience in managing and upskilling staff; initially overseeing one direct report, with the track record and credibility to grow the function over time.
- Current Working with Children Check.

Desirable

- Relevant tertiary qualifications in business, management, or a related discipline.
- Experience in the sports, health, fitness or not-for-profit community sector specifically.
- An existing partner or sponsor network in Australia relevant to health, fitness, family or community brands.
- Experience with a charity's transition to, or operation under, ACNC registration, and the DGR and fundraising regulation landscape in Australia.
- Retail e-commerce platform experience, Shopify specifically.
- Experience operating inside a global or federated organisation: reporting locally while aligning to a global strategy and brand.

Critical skills and capabilities

- **Commercial acumen:** Reads a deal, a margin or a forecast quickly, and knows which opportunities are worth chasing and which are not.
- **Accountability:** Will be accountable, and pass on accountability, for one's own actions and those of colleagues and the organisation.
- **Adaptability:** Able to adjust easily to changing circumstances and a growing, sometimes under-resourced, organisation.
- **Communication:** Able to convey and share ideas clearly, concisely and accurately, both verbally and in writing, across time zones.
- **Initiative:** Able to recognise and create opportunities in a market with very little existing pipeline, and act on them.

- **Interpersonal skills:** Ability to build rapport at all levels, internally and externally, from a warehouse floor to a Board table.
- **Presentation:** Able to deliver engaging, informative presentations, including at Board and Executive level.
- **Priority management:** Able to manage competing priorities across five income lines at once, with resilience, in a fast-paced environment.
- **Teamwork:** Accountable for team and individual responsibilities and deliverables, including leading a direct report from day one.
- **Discretion and confidentiality:** Demonstrates high levels of discretion and confidentiality.
- **Growth mindset:** Demonstrates a real desire to improve and learn new skills, and to build something that does not yet fully exist.

Residency & Immigration

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

Remuneration

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

Candidates are invited to phone Sportspeople Recruitment to discuss salary before applying if that will be helpful in decision making.

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 (AEDT) Wednesday 4 November, 2026

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 responses 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 Now 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 Growth & Commercial parkrun APAC search and recruitment process is being managed exclusively by **Sportspeople Recruitment**.

Sportspeople Recruitment is a leading executive search and recruitment firm servicing sport business. Celebrating 30 years in 2026, our curated Talent Network has been developed as a result of 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 parkrun Australia Ltd as the exclusive search partner for the Head of Growth & Commercial position.

Australian owned - globally connected - since 1996

Website & Social Media

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

Website: parkrun.com.au

Facebook: facebook.com/parkrunAU

Instagram: instagram.com/parkrunau

Tiktok: tiktok.com/@parkrun

Linkedin (global): linkedin.com/company/parkrun

LinkedIn (AU): linkedin.com/company/parkrun-australia

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.



