POSITION DESCRIPTION

Partnership Manager

Full Time Opportunity

05/05/2026

Who We Are

The Royal Geelong Yacht Club (RGYC) is one of Australia's premier yacht clubs, hosting world-class sailing events and fostering a vibrant community of members, sponsors, and partners. We are committed to building meaningful partnerships that support our vision of excellence in sailing, major events, community engagement, and sustainable development.

Our mission is to create outstanding experiences for our members and partners while promoting the sport of sailing and protecting our waterways for future generations. We welcome individuals who share our passion and are eager to contribute to the success of our club and its events.

About the Role

As **Partnership Manager**, you are responsible for driving commercial revenue through the identification, acquisition, and management of sponsorships and strategic partnerships aligned to RGYC's objectives. This position offers flexibility, with both part-time and full-time options available, and includes a remuneration structure with a base salary plus commission.

Key Responsibilities

Partnership Development and Sales

- Identify, develop, and secure new sponsorship and partnership opportunities aligned to RGYC's strategic and revenue objectives.
- Actively manage a structured sales pipeline, including prospect identification, qualification, progression, and conversion.
- Maintain a disciplined outreach cadence, including new business approaches, follow-ups, and meetings to drive pipeline movement and conversion.
- Create compelling, tailored proposals and presentations that clearly articulate partner value and return on investment.
- Manage the full sales cycle, from prospecting through to contract negotiation, execution, and activation/fulfilment.
- Achieve defined revenue targets across new business, renewals, and partnership growth initiatives.

Account and Relationship Management

- Serve as the primary contact for sponsors and partners, building and maintaining strong, professional relationships.
- Develop and implement structured partner servicing and renewal plans to support retention and long-term growth.
- Deliver outstanding partner servicing by ensuring all contractual obligations and entitlements are met.
- Prepare and deliver regular partner updates and reporting that clearly demonstrate value and outcomes.

- Identify and implement opportunities for up-sell, cross-sell, and contract extensions.
- Proactively identify and manage at-risk partnerships, implementing strategies to improve retention outcomes.

Pipeline, CRM and Reporting Discipline

- Maintain full ownership of the partnership CRM system, ensuring all partner interactions, opportunities, and documentation are accurate, current, and complete.
- Ensure the CRM operates as a single source of truth, with all opportunities supported by evidence-based data, including stage, value, probability, last contact, and next action.
- Develop and maintain a clear, auditable pipeline and conversion plan aligned to revenue targets and budget requirements.
- Provide regular reporting on pipeline performance, revenue forecasts, risks, and opportunities to the General Manager and Board as required.
- Ensure all partnership activity can be clearly tracked, reviewed, and transitioned if required.

Strategic Planning and Reporting

- Align partnership strategies with RGYC's overall objectives across sailing, events, membership, and community engagement.
- Contribute to the development and ongoing refinement of RGYC's sponsorship framework, including partnership tiers, asset inventory, and pricing structures.
  · Identify new commercial opportunities across RGYC assets, including major events, facilities, and programs.
- Monitor market trends, competitor activity, and best practice in sponsorship and partnership development.
- Identify and pursue alternative revenue opportunities, including grants and aligned funding streams where appropriate.

Event and Brand Activation

- Work closely with marketing, events, and operational teams to integrate partnership activations across RGYC programs and events.
- Develop structured activation plans for partners that align with their objectives and deliver measurable outcomes.
- Ensure sponsors receive agreed branding, hospitality, and promotional benefits across all relevant platforms.
- Support delivery of partnership activations at major events, including Festival of Sails and other key regattas.
- Conduct post-activation reviews to assess effectiveness and identify opportunities for improvement.

Internal Collaboration and Governance

- Work collaboratively across internal teams to ensure partnerships are effectively integrated into RGYC operations.

- Contribute to marketing and communications initiatives that enhance partner visibility and recognition.
- Participate in regular internal meetings, including weekly check-ins and planning sessions.
- Ensure all partnership activity aligns with RGYC governance, reporting, and brand standards.

About You

The ideal candidate will have experience in sponsorship sales, business development, and partnership management, along with strong commercial acumen and the ability to identify revenue-generating opportunities.

Additionally, we are looking for someone with:

- Strong relationship-building, negotiation, and client servicing skills.
- Experience in event sponsorship.
- Excellent communication, project management, and organizational skills.
- A proven ability to manage multiple projects and balance competing priorities.

Remuneration and Benefits

- Competitive **base salary + commission** structure, rewarding high performance.
- Full-time.
- The opportunity to work with an iconic sporting organization and be part of exciting major events.
- Professional development and networking opportunities.

How to Apply

Interested candidates are invited to submit their resume and a cover letter outlining their suitability for the role. Submit application via Seek.

For more information about RGYC, visit www.rgyc.com.au.