



## JOB DESCRIPTION

**Job Title:** Head of Commercial and Business Operations

### Working Context

Responsible for the performance of the U20 and Senior Men and Women's teams, British Performance Basketball (BPB) came to life in January 2007 following an agreement by UK Sport and the British Basketball Federation (BBF). Following formal recognition of the British structure in December 2008, the operation of Great Britain teams is now managed by BBF's wholly owned subsidiary company British Performance Basketball Ltd (BPB). Both the British Basketball Federation and its performance company British Performance Basketball now trade under the title of "British Basketball".

Since 2006, British Basketball has scored some spectacular successes that have helped place basketball in Great Britain firmly on the sport's world map. With many British men and women now learning the game and playing professionally across the United States and Europe, the sport is enjoying an unprecedented period of growth and interest. The strategy for British Basketball is outlined at:

<http://www.gameonqb.com/downloads/BritishBasketballGameOnStrategy.pdf>

Following BB's recent restructure this is an opportune time for an ambitious, successful individual to play their part in the future success of a sport that is going from strength to strength. Some key commercial successes have already been secured and BB is now poised to capitalise on these successes, to face the ambitious targets posed by 2012 and beyond and really drive the sport forward.

### Job Purpose

The Head of Commercial and Business Operations (HCBO) reports to the Performance Director (PD) of BB and will provide essential programme management support to the PD in achieving the goals of the World Class Programme. In addition he or she will need to maximise the potential of BB by developing and implementing a strong commercial strategy by combining sponsorship, marketing, rights (TV and other) and merchandising techniques to generate revenue. Combined with work to ensure continued funding and support from public sources, ensuring that BB becomes a viable commercial entity will be imperative to securing its future.

Creating and managing key international events for senior men and women's teams that will withstand international scrutiny will be another key objective. Continually looking to enhance and develop key relationships with current and future stakeholders will also feature strongly in this role. Overall the jobholder will need to work with the BB team to ensure that the balance between international season management and marketing development is well managed to ensure the continued growth and appeal of the sport.

## **Key Responsibilities**

### **Commercial**

- Manage all the current/future sponsors/partners and; ensure that the requirements from the contracts are satisfied.
- Develop a programme to bring in new funding from both public bodies and private companies, ensuring the synergy of values and aims with BB at all times.
- Actively manage key relationships between the basketball organisations to achieve the maximum synergy and impact (particularly the 4 corners group) and the effective use of shared resources between England Basketball and British Basketball.
- Manage all aspects of communications to include: the development of the website <http://www.gameongb.com> and other effective forms of communication, media interfaces and team photography (ensuring sponsor rights are managed effectively).
- Continually monitor and develop the BB brand ensuring copyright protection and become the custodian of the “Brand” developing this in line with the vision and values of the sport.
- Effectively manage and negotiate with key suppliers, especially our lead events, communications and sponsorship agency, Fast-track.

### **Business Operations**

- Act as the Accountable Officer for BB; lead the budgeting, forecasting and control of all finances (currently £2.5m pa). Manage the requirements of UK Sport in all respects with special regard to 2012.
- Manage the BB office and staff. This will include maintaining control of all company policies and processes and ensuring that as appropriate they are written or updated. In addition it will necessitate organising the board meetings and collaborating with the chair to ensure action points are allocated.
- Develop and manage all player awards and insurance (alongside the GB team managers)
- Manage the logistics of the senior women’s programme, including training camps and all travel.
- Manage all international events held in the UK to world-class standards. Coordinate the administration of all documentation for entry to international competitions especially player registration.
- Recruit and line manage permanent and temporary support staff to support operations as required.
- Assist in the continuous professional development of all programme personnel both paid and volunteer.

*The above list is not regarded as exclusive or exhaustive, as there may be other duties and requirements, which the incumbent may be required to perform from time to time.*

## Facts & Figures

Manage a budget of just over £2.5 million per annum

Manage a team of 2 people

## Key Relationships

- BB Performance Director
- BB Board
- GB Team Head Coaches and Managers
- Key sponsors
- England Basketball, Basketball Scotland, Basketball Wales
- FIBA
- Public sector bodies eg UK Sport, Sport England
- English Institute of Sport

## Knowledge, Experience and Person Profile

Essential	Desirable
<b>Qualifications</b> A relevant degree, plus significant commercial experience preferably within an organisation with close sporting links.	Combined with experience of programme management within a high performance sport environment.
<b>Knowledge and Experience</b> Educated to Degree level or equivalent in a business related subject e.g. Commerce / Marketing is desirable.  Demonstrable experience of account managing successful sponsorship activation programmes.  Excellent relationship skills as well as an	Knowledge and experience of the sport of basketball at international level.  Demonstrable experience of communications, particularly in managing branding, media and reputation issues.

<p>open and consultative approach to working, with colleagues, key stakeholders, sponsors and suppliers.</p> <p>Strong organisational and time management skills with a high level of attention to detail.</p> <p>Excellent verbal and written, communication and presentation skills, to help assist in quickly establish credibility.</p> <p>Strong affinity, passion and knowledge of the business of sport aligned with an understanding of sponsorship agreements and activation.</p> <p>Extensive event experience both at planning stage and also on site, including branding rights and delivery, hospitality, media facilities and management and player liaison.</p> <p>Highly developed coordination and administration skills, including planning, problem solving and decision making, and budgetary control.</p>	<p>Broad knowledge and understanding of commercial / contract law.</p> <p>A comprehensive understanding of the high performance environment, including coaching, sports science and medicine, international competition and player development pathways.</p> <p>Experience of liaising with internal and external agencies including government sports councils, including the preparation of plans, reports and funding applications</p>
<p><b>Behavioural Competencies and Qualities</b></p> <p>An ability to multitask and show strong resilience and drive. In particular a self-starter with strong initiative and a clear sense of self-direction.</p> <p>Be able to engage stakeholders and compel change, with vision and a passion for excellence, to set and achieve goals in a high performance environment.</p> <p>Have a passion for the BB mission and a complete commitment to GB's success at the London 2012 Olympic Games</p> <p>Highly developed communication and presentation skills.</p> <p>Excellent team leadership skills with the capability to manage and inspire all employees within the Olympic team.</p>	<p>Ability to think 'outside the box' and recognise potential</p> <p>.</p> <p>Willingness to work irregular hours and travel extensively both within the UK and overseas, with overnight stays and weekend work.</p> <p>.</p>