

Partnership & Sales Manager

Location: Christchurch, NZ

Type: Permanent, Full-Time



Are you passionate about building impactful business partnerships and driving sales growth? Do you thrive on creating long term strategic relationships that deliver value and support business success?

About Us

As the home and voice of Canterbury business, Business Canterbury's purpose is to be the best business partner, and we do that to make it easier for businesses and their people to thrive.

With over 2,600 members who are at the heart of everything we do, it is an exciting time to be part of Business Canterbury. Over the past 12 months, we have undergone a major transformation resulting in a new membership framework and value proposition, a new digital infrastructure, a new name and brand and a new governance structure.

With our strategy focused on embedding the outcomes of our transformation, growing our audience and growing our engagement – this role is a great opportunity to join an organisation that is helping to shape the future of Canterbury.

We are fiercely focused on impact and our vibrant team thrives on collaboration, innovation, and making a real difference to our members and customers.

About the Role

We are seeking a results-driven Partnership & Sales Manager to lead all aspects of our partnership and sales functions. In this pivotal role, you will be responsible for sourcing, negotiating, and managing strategic partnerships and relationships that align with our mission. You will also lead a high-performing sales team focused on membership growth, customer acquisition, retention, and engagement.

Key Responsibilities

- **Partnership Development:** Identify, negotiate, and secure strategic and supporting partnerships that enhance our service offerings and commercial opportunities.
- **Strategic Relationships:** Build and manage key industry relationships to boost membership engagement, growth, and revenue.
- **Sales & Revenue Growth:** Lead the sales team to meet targets for membership acquisition, retention, and new customer growth.
- **Account Management:** Provide hands-on account management for key memberships and partnerships.
- **Team Leadership:** Mentor and empower the sales team, overseeing performance management, professional development, and overall team wellbeing.

What You'll Bring

- Minimum 5 years' experience in sales, business development, or partnership management, with a proven track record of commercial success.
- Demonstrated ability to lead and develop high-performing teams.
- Strong negotiation, relationship-building, account management and communication skills.

- Business and financial acumen with experience managing budgets and meeting revenue targets.
- Familiarity with the Canterbury business environment and a strong local network (preferred).

What We Offer

- A collaborative and supportive team environment.
- Professional development opportunities to grow your career.
- The chance to make a tangible impact on the local business community.
- Flexible working arrangements and a vibrant workplace culture.

How to Apply

If you're ready to join one of the most progressive business support agencies in the South Island bringing your passion for driving growth and engagement to Business Canterbury, we want to hear from you! Submit your application before 16 January 2025 or reach out confidentially to laurah@cecc.org.nz

Position Description: Partnership & Sales Manager	
Title	Partnership & Sales Manager
Reports To	General Manager
Location	57 Kilmore Street, Christchurch
Date Completed	December 2024
Internal Relationships	Chief Executive, Finance Manager, Accounts & Payroll Specialist, Business Services Team, Marketing Team, Events and Training Team, Executive Assistant
External Relationships	Members, Customers, Strategic Partners, Supporting Partners, Suppliers, Stakeholders, Other Industry Associations
Direct Reports	Sales Account Managers, Canterbury Trusted Product Lead

Purpose of Partnership & Sales Manager Position
<p>Background The Partnership and Sales Manager is a pivotal role within Business Canterbury responsible for developing and managing strategic partnerships and relationships that will support extending the value for members and strong commercial outcomes. The role also provides leadership to the membership team driving growth through membership and customer acquisition and retention, and engagement, resulting in increased revenue.</p> <p>Position Objectives</p> <ul style="list-style-type: none"> • Source, negotiate, and secure partnerships (Including strategic and supporting) and strategic relationships that are aligned with Business Canterbury's mission. • Increasing value to our members and customers through leveraging our strategic partnerships and relationships. • Lead, empower and develop the sales team to achieve revenue and performance targets for membership and customer growth, engagement and retention. • Growth across the business from strategic partners and relationships including: <ul style="list-style-type: none"> - Member and customer engagement - Increasing our membership base and customer base - Increased revenue from our member and customer base <p>The Role will include the Following Areas of Responsibility</p> <ul style="list-style-type: none"> • Partnerships

Purpose of Partnership & Sales Manager Position

- Strategic Relationships
- Canterbury Trusted
- Sales & Revenue Growth
- Account Management
- Team Leadership

Key Areas of Responsibility

You are responsible for delivering on the following key accountabilities for this role. Key performance indicators (KPIs) which will be discussed and agreed with you upon commencement. These include:

Partnerships

- Identify, negotiate, and secure strategic and supporting partnerships that will enhance the organisation, our services and commercial opportunities
- Identifying, negotiating, and securing new partners to enhance our current membership proposition and service opportunities
- Develop Partnership proposals and agreements ensuring they align with our strategy, brand, and key messages and protect the interests of Business Canterbury
- Ensure Partnership agreements provide an appropriate level of return on investment and align with our strategy
- Develop an execution plan for Strategic Partner and work with Leadership so they can execute and deliver on the opportunities once identified including but not limited to marketing, communications, advocacy and work programme
- Coordinate with the Business Services Manager the delivery of any obligations related to the work programme including but not limited to training and events
- Ensure the financial components of the Partners are accurately reflected in both the Budget and HubSpot
- Ensure all agreements are invoiced with a clear outline of fund allocation across the budget.

Strategic Relationships

- Identify, negotiate, and secure strategic relationship opportunities that align with our growth objectives to increase:
 - Our member and customer engagement
 - Our membership and customer base and
 - Revenue from our members and customers
- Develop proposals and agreements ensuring they align with our strategy, brand, and key messages and protect the interests of Business Canterbury
- Ensure Agreements provide an appropriate level of return on investment and align with our strategy
- Develop an execution plan and work with Leadership so they can execute and deliver on the opportunities once identified including but not limited to marketing, communications, advocacy and work programme
- Ensure all relationships are captured in HubSpot and any other electronic form as determined
- Represent Business Canterbury with key strategic stakeholder groups, members and networks as required.

Canterbury Trusted

- To provide leadership for the Canterbury Trusted Product Lead to meet sales targets and retention
- Ensure processes and systems are in place and adhered to for onboarding, renewal, reporting and monitoring, lead tracking, engagement etc
- Provide regular reporting to understand pipeline, trends and future opportunities
- To provide input into the on-going evolution of the Canterbury Trusted product.

Sales and Revenue Growth

- To achieve the set targets for sales and revenue growth across:
 - Membership acquisition including service memberships (modules)
 - Membership retention

Key Areas of Responsibility

- New customers
- Member and customer engagement across services driving increased revenue
- Canterbury Trusted
- Provide regular Member and Customer reporting as required, identifying trends and providing commentary to support
- Reporting variances and putting in place actions to address

Account Management

- Account Management as required across specific parts of our membership and partnerships.

Team Leadership

- Oversee sales reporting and hold direct reports accountable for performance
- Lead HR activity with direct reports which includes leadership, mentoring, empowering, induction and performance management
- Monitor individual and team wellbeing and escalate any potential issues that may require additional support
- Adhere to our HR practices, systems and processes for recruitment, induction, retention and performance
- Ensure team members are adhering to organisational policies.

General

- Any other duties that may arise as the position develops
- Promote and actively encourage membership growth through identifying and actioning membership acquisition and retention opportunities
- Actively participate in:
 - Team meetings
 - Annual business planning process
 - Staff engagement surveys
 - Professional development
 - Identifying and acting on opportunities that support our strategy
- Operate within the agreed Strategy/Operational Business Plan and Budget

Corporate Responsibility

- Create and maintain information and appropriate Business Canterbury management systems
- Promote a positive and professional image of Business Canterbury at all times
- Represent the Business Canterbury as appropriate
- Engage in appropriate stakeholder liaison
- Understand and implement Business Canterbury values of **Lead the Change and the Charge; Be the Best Business Partner; Fiercely Focussed on what's best for our Customers; Commercially Driven for impact and Authenticity matters.**
- Ensure you understand and adhere to all Business Canterbury Policies including the Health and Safety Policy, which involves actively contributing towards Business Canterbury's commitment to the safety and wellbeing of our fellow staff and our members at all times.

Key Competencies/Knowledge/Skills and Experience

	Required	Desirable
A minimum of 5 years previous experience in achieving commercial outcomes in a sales/growth based role and meeting set targets	✓	
A minimum of 5 years previous experience with proven results in corporate sponsorship negotiations and relationship management	✓	
Excellent oral and written communication skills with the ability to articulate the vision of strategic projects	✓	
The ability to operate at a strategic and implementation level using critical thinking	✓	
Proven business development experience	✓	

Key Competencies/Knowledge/Skills and Experience

Strong local network / well connected across the community	✓	
Strong business and financial acumen	✓	
A strong customer service ethic with the ability to see and act on trends in customer engagement	✓	
5 years' experience in a leadership role	✓	
The ability to communicate clearly both in writing and verbally with internal and external audiences	✓	
The ability to communicate clearly both in writing and verbally with internal and external audiences	✓	
Strong understanding of the Canterbury business environment	✓	
Experience in membership-based organisations		✓