

POSITION DESCRIPTION



OVERVIEW

TITLE	Marketing Manager – Women's Football & Competitions
DEPARTMENT	Corporate Affairs, Brand, Communications & Events
LOCATION	Sydney (Head Office) / NSW
REPORTS TO	General Manager - Marketing
WORK TYPE	Full-Time Permanent
HOURS/DAYS PER WEEK <i>(part-time, casual or contractor only)</i>	
START DATE	ASAP
END DATE <i>(FT/PT fixed term contract or contractor only)</i>	

ACCOUNTABILITY

Number of direct reports <i>(How many people directly report into this role?)</i>	1
Number of indirect reports <i>(How many people indirectly report into this role?)</i>	0
Budget responsibility in \$ <i>(State whether prime, shared or contributory responsibility)</i>	

ABOUT US

Football Australia (FA) is the national governing body for football in Australia and a member of Fédération Internationale de Football Association (FIFA), the international governing body for football. It governs all national teams, the A-Leagues (in Football Australia's capacity as the regulatory body), Australia Cup, National Premier Leagues and leads state, community, and grassroots football.

OUR CULTURE & VALUES

Football in Australia is a melting pot of approximately 2 million participants represented by over 200 different cultures, we proud to be the most diverse and globally connected sport within the Australian sporting landscape.

Football Australia's purpose is to *'bring communities together through football - connecting Australia to the world'* while having a vision to *'be a leading football nation where everyone is inspired to live and love the game'*.

To achieve this, we live by our company values which include:

- 1. Impact On & Off the Field:** Challenge the way we think and do to seek ways to grow the impact football has, influence industry thought leaders.
- 2. Inclusive & Diverse Football for all:** Football is embedded in the nation's social fabric, follows the story of Australia, be accessible for all

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3. **A United Team:** Bringing people together to unleash the power of football and to deliver the vision, we bring the team spirit to the game
4. **Trust:** Building trust across the whole football community, be trusted custodians of the game, act with integrity and objectivity

BACKGROUND & PURPOSE OF THE ROLE

This purpose of this role is to market and promote all Australian National Women's Teams and Women's Football programs and products; and Football Australia's competitions including the Australia Cup, National Youth Championships, National Premier Leagues and other Football Australia competitions to continue to raise awareness and drive further success. This role also encompasses developing and implementing fan engagement strategies, opportunities and experiences.

ROLE RESPONSIBILITIES

- Develop, implement and execute strategic event and brand marketing plans for Women's National Teams including (but not limited) to the CommBank Matildas; and Football Australia sanctioned domestic competitions
- Develop and drive marketing plans to deliver maximum attendance at CommBank Matildas home matches and competitions
- Develop and drive marketing plans to deliver maximum attendance at Football Australia competitions
- Develop and implement annual marketing plans and Identity opportunities to successfully promote Women's National Teams, Women's Football programs and Competitions
- Protect the brand identity of teams, products, competitions and programs and ensure equity is maintained across external and internal touchpoints
- Produce always-on brand campaigns to ensure brand awareness is maintained
- Manage agency deliverables and marketing relationships include – Research & Insights, Media Buying, Licensing and Creative
- Lead in fan engagement ideation and execution – ensuring the fan and their experience is considered across all touchpoints
- Work cohesively and collaboratively with wider department counterparts (Social, Digital, Media, Events) and other key departments and personnel.
- Build strong and effective relationships with internal and external stakeholders and provide consistent and timely communication.
- Support the General Manager Marketing on any other assigned projects
- Manage marketing budgets
- Keep up to date with industry, innovation and trends

ROLE OUTCOMES/ DELIVERABLES

- Deliver event marketing plans successfully to targets and budgets
- Deliver brand campaigns that result in positive and improvement of brand health metrics
- Maintain positive brand health metrics across all brands and products
- Deliver the brand requirements of each competition is at a consistently high level across all touchpoints
- Ensure that brand equity is always maintained

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MAJOR INTERACTIONS

- Internal stakeholders include the Football Australia Marketing and Design Team, the Corporate Affairs, Brand, Communications and Events Department, Competitions, Commercial, National Teams and Community Football
- External stakeholders including Member Federations, clubs, agencies and partners

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential

- A team player
- Excellent verbal and written communication skills
- An extremely high level of attention to detail
- Superior organisational skills
- Be data driven in strategy and decision making
- Passionate about all aspects of marketing and brand
- Strong interpersonal and presentation skills
- A team player with an ability to work collaboratively and autonomously
- Ability to work with urgency in a fast paced, ever changing sporting environment, whilst maintaining highest quality of output
- Ability to manage multiple projects and meet deadlines
- Media buying knowledge and high level experience in strategic scheduling
- Proactively identify moments of opportunity
- At least 5 years experience in a similar marketing/brand role
- Previous experience in leadership and management
- Keen interest in sport – locally and globally

Desirable

- Sound knowledge of digital and social media marketing
- Sound knowledge of football
- Key contacts in direct media buying agencies

QUALIFICATIONS

Essential

- Bachelor of Business – Major in Marketing

Desirable

- Digital Marketing

UNIQUE CRITERIA

The following selected items identify the requirements of the role

- ☒ Out of hours and weekend work
- ☒ Intra and/ or Interstate travel
- ☐ International Travel
- ☐ Significant periods of work away from home
- ☐ Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation

ADDITIONAL REQUIREMENTS

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To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role

- ☐ National Police Check
- ☒ International Criminal History Record for each country (other than Australia) in which you have resided for 12 months or more in the last 10 years (if applicable)
- ☒ Full working rights in Australia
- ☒ Working with children check (paid/ employee) or state- based equivalent
- ☐ Working with children check (volunteer) or state- based equivalent (volunteer roles only)