

# POSITION DESCRIPTION



OVERVIEW	
<b>TITLE</b>	General Manager – Marketing, AFC Women's Asian Cup 2026 LOC Office
<b>DEPARTMENT</b>	AFC Women's Asian Cup 2026 LOC Office
<b>LOCATION</b>	Sydney (Head Office) / NSW
<b>REPORTS TO</b>	Executive General Manager – Event Growth and Experience, AFC Women's Asian Cup 2026 LOC Office
<b>WORK TYPE</b>	Full-Time Fixed Term Contract
<b>HOURS/DAYS PER WEEK</b> <i>(part-time, casual or contractor only)</i>	
<b>START DATE</b>	ASAP
<b>END DATE</b> <i>(FT/PT fixed term contract or contractor only)</i>	Post Tournament 2026

ACCOUNTABILITY	
<b>Number of direct reports</b> <i>(How many people directly report into this role?)</i>	2
<b>Number of indirect reports</b> <i>(How many people indirectly report into this role?)</i>	0
<b>Budget responsibility in \$</b> <i>(State whether prime, shared or contributory responsibility)</i>	TBC

ABOUT US
<p>Football Australia 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.</p>
OUR CULTURE & VALUES
<p>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.</p> <p>Football Australia's purpose is to <i>'bring communities together through football - connecting Australia to the world'</i> while having a vision to <i>'be a leading football nation where everyone is inspired to live and love the game'</i>.</p> <p>To achieve this, we live by our company values which include:</p>

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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
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

The Asian Football Confederation (AFC) has awarded Football Australia hosting rights for the 2026 edition of the AFC Women's Asian Cup™. Having co-hosted the best-ever edition of the FIFA Women's World Cup™ in 2026, Australia will host the Continent's premier women's national team for a second time in history having also staged the 2006 edition of the AFC Women's Asian Cup™.

This prestigious event will bring together 12 nations in a tournament structured into three groups of four. Following the resounding success of last year's FIFA Women's World Cup™, Football Australia, its stakeholders and partners are eager to create another tournament that celebrates women's football, delivers legacy outcomes for football and Australian society more broadly.

A Local Organising Committee (LOC) will be established for the sole purpose of delivering the 2026 edition of the AFC Women's Asian Cup™ in Australia.

With the LOC soon to be established, **the General Manager – Marketing, AFC Women's Asian Cup 2026 LOC Office**, will initially be contracted to Football Australia, transitioning to the LOC Office once established.

This role is crucial in developing and executing a marketing strategy that promotes the tournament and supports the legacy of football in Australia. The role will be responsible for the development of a clear positioning strategy and the creation of integrated marketing campaigns to grow brand awareness and positive sentiment towards the tournament that generates audience growth both on-site and through our content globally.

This role will be the brand custodian for the AFC Women's Asian Cup 2026 brand and will manage the image, equity and consistency across the applicable brands and all the ways the event is presented locally and around the world.

## ROLE RESPONSIBILITIES

### **Marketing Strategy Development and Execution**

- Support the Executive General Manager – Event Growth and Experience with the development of clear positioning strategy for the AFC Women's Asian Cup 2026 to build brand awareness, generate revenue and grow attendance and audience across all relevant platforms and channels
- Lead the implementation and execution of the marketing strategy and all strategic event and brand marketing plans

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- Clearly articulate and share brand purpose and guidelines, what the event stands for in the mind of all our stakeholders
- Define segmentation, target audiences and promotional assets to market effectively
- Develop and drive marketing plans to deliver maximum attendance for the AFC Women's Asian Cup 2026 across all Host Cities and segments
- Develop and drive marketing plans to deliver maximum attendance at the tournament
- Build content plan & social media content where required
- Work cohesively and collaboratively with wider department counterparts
- Develop end to end consumer experiences in collaboration with key team members

## **Develop Integrated Marketing Campaign**

- Design, develop and oversee all marketing activities and creative campaigns with relevant agencies / partners and suppliers
- Engage and manage agency partners with defined scope of work, clear briefs, regular work-in-progress meetings and formal feedback sessions.
- Manage Advertising, Content and Media plans to drive awareness, consideration and purchase conversion
- Manage agency deliverables and marketing relationships as required including Research & Insights, Media Buying, Licensing and Creative
- Work in partnership with Ticketing to review pricing strategy and ticket product offers for specific audience segments
- Brief Media agency to manage effective media spend and enable reporting to the business to demonstrate performance and optimisation
- Work closely with Host City event teams to oversee the local area marketing strategy and the engagement of local publishers and influencers, including engagement with the football community and a local event activation plan which will help educate and engage our target customer base and build the profile of the event in each respective city
- Lead the creation and execution of digital marketing campaigns across social media, websites and other platforms to engage audiences
- Measure and report performance of all marketing campaigns and assess against goals
- Identify trends and insights and optimise spend and performance based on insights.
- Plan, execute, and measure experiments and conversion tests.

## **Brand Development and Management**

- Define AFC Women's Asian Cup 2026 brand image in a way that informs consistent brand experiences across all stakeholders
- In collaboration with key stakeholders, lead the development of the tournament logo and other official designations and symbols
- Ensure consistent branding and messaging across all marketing channels
- 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
- Brand health and brand tracking.

## **Fan Engagement**

- Lead in fan engagement ideation and execution – ensuring the fan and their experience is considered across all touchpoints
- Shape contemporary, innovate and customer focused offerings and experiences that boost fan engagement, customer satisfaction and sales growth

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## **Financial Management**

- Manage all activities within budget and maintain an accurate budget tracker
- Model and deliver effective pricing and yield strategies maximising revenue and profitability opportunities
- Monitor daily ticket sales, create detailed sales reports and provide insights
- Measure and report performance of sales campaigns and assess against goals

## **Leadership and Development**

- Monitor and evaluate the performance of staff, the efficiency of procedures and establish measurable performance objectives within the team
- Collaborate with stakeholders across the organisation to achieve marketing strategy outcomes and ensure brand consistency.

## **ROLE OUTCOMES/ DELIVERABLES**

- Demonstrate marketing effectiveness through ROI, creative impact and ticket sales.
- Successful delivery of event marketing plans successfully to targets and budgets
- Deliver brand campaigns that result in positive and improvement of brand health metrics
- Deliver the brand requirements at a consistently high level across all touchpoints
- Ensure that brand equity is always maintained
- Provide brand toolkits to all stakeholders & ensure consistent brand presence across all channels

## **MAJOR INTERACTIONS**

- AFC Women's Asian Cup 2026 LOC Office Management Team
- The Asian Football Confederation
- Football Australia Team
- Tournament Venues
- Ticketing Providers

## **KNOWLEDGE, SKILLS, AND EXPERIENCE**

### **Essential**

- 10 years plus experience in Branding, PR, Advertising, Communications, Broadcast, Market Research, Web and Online communications
- Proven experience in designing and implementing Brand strategies and campaigns that have delivered the desired outcomes within defined budgets
- Detailed understanding of related digital / internet technologies
- Strong multi-channel Brand experience with a track record in direct/digital activity
- Superior communication, analytical, negotiation and written skills
- Previous experience in managing a team of Brand professionals
- Relevant product and industry knowledge (exposure to the sports or event industry preferred)
- Proven experience in customer and market research
- Considerable experience in budgeting, administration, and reporting
- Excellent verbal and written communication skills
- Superior organisational skills
- Be data driven in strategy and decision making

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	<ul style="list-style-type: none"> <li>• Passionate about all aspects of marketing and brand</li> <li>• Strong interpersonal and presentation skills</li> <li>• A team player with an ability to work collaboratively and autonomously</li> <li>• Ability to work with urgency in a fast paced, ever changing sporting environment, whilst maintaining highest quality of output</li> <li>• Ability to manage multiple projects and meet deadlines</li> <li>• Strong attention to detail, high standards of integrity, ability to represent AFC Women's Asian Cup 2026 interests.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Sound knowledge of digital and social media marketing</li> <li>• Sound knowledge of football</li> <li>• Key contacts in direct media buying agencies</li> <li>• Understanding of local and global football</li> <li>• Asia-literacy and experience in working in Asian cultural contexts</li> </ul>
<b>QUALIFICATIONS</b>	
<b>Essential</b>	<ul style="list-style-type: none"> <li>• Tertiary qualifications in Brand discipline (post graduate preferred) is desirable however not mandatory</li> <li>• Additional up skilling in the areas of business, management, Brand and product analysis, branding and the sports industry.</li> </ul>
<b>UNIQUE CRITERIA</b>	
<p>The following selected items identify the requirements of the role</p> <p><input checked="" type="checkbox"/> Out of hours and weekend work</p> <p><input checked="" type="checkbox"/> Intra and/ or Interstate travel</p> <p><input type="checkbox"/> International Travel</p> <p><input checked="" type="checkbox"/> Significant periods of work away from home</p> <p><input checked="" type="checkbox"/> 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</p>	
<b>ADDITIONAL REQUIREMENTS</b>	
<p>To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role</p> <p><input checked="" type="checkbox"/> National Police Check</p> <p><input checked="" type="checkbox"/> 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)</p> <p><input checked="" type="checkbox"/> Full working rights in Australia</p> <p><input checked="" type="checkbox"/> Working with children check (paid/ employee) or state- based equivalent</p> <p><input type="checkbox"/> Working with children check (volunteer) or state- based equivalent (volunteer roles only)</p>	