

POSITION DESCRIPTION



OVERVIEW	
TITLE	Senior Manager – Government and Stakeholder Relations AFC Women's Asian Cup 2026 LOC Office
DEPARTMENT	AFC Women's Asian Cup 2026 LOC Office
LOCATION	Sydney (Head Office) / NSW
REPORTS TO	Executive General Manager – Event Growth and Experience, AFC Women's Asian Cup 2026 LOC Office
WORK TYPE	Full-Time Fixed Term Contract
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>	Post Tournament 2026

ACCOUNTABILITY	
Number of direct reports <i>(How many people directly report into this role?)</i>	0
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>	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 Senior Manager - Government and Stakeholder Relations, AFC Women's Asian Cup 2026 LOC Office**, will initially be contracted to Football Australia, transitioning to the LOC Office once established.

The Senior Manager – Government and Stakeholder Relations has the responsibility, under the guidance of the EGM Event Growth and Experience, to ensure the successful delivery of all Host City and Government obligations through working closely and collaboratively with Government and other key stakeholders. The role will develop and maintain strong stakeholder relationships with Host Cities and Government authorities to ensure the delivery of their respective hosting obligations and a seamless joined-up approach.

This role will also take the lead on driving key Tournament Group meetings and be accountable for all Host City and Government reporting obligations.

The role will also be required to work alongside Host Cities and LOC Marketing and Fan Engagement teams to support the development and delivery of effective promotional and community engagement and activation strategies to build excitement among the community and deliver against the Tournament's ambitious ticketing target.

The Senior Manager, Government and Stakeholder Relations has the responsibility, under the guidance of the General Manager – Government Relations to support strategic projects and objectives.

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ROLE RESPONSIBILITIES

Government/Host City Management

- Build relationships with Governments and Host Cities including and key political/departmental staff,
- Lead the development of a Tournament stakeholder management strategy that considers all plans for all core delivery partners including Host Cities and Government Agencies.
- Lead and manage Central/ local Government and associated stakeholder relationships to ensure delivery of all obligations, commitments and tournament related activities
- Act as the LOC's central point of contact for Host Cities, and Government Agencies and local authorities ensuring, as appropriate, proactive sharing of information
- Lead the Host City Tournament Working Group including organizing all key meetings, preparing briefs and responsibility for correspondence, documentation and reports

Management of all Contractual Deliverables

- Ensure that each of signatories of the Host City Agreements deliver their obligations and responsibilities in the planning and delivery of the Tournament

Host City Community Engagement

- Work alongside the Host Cities, with the support of the Marketing and Experience teams to develop and deliver innovative and effective community engagement initiatives build excitement and engagement among the community, and delivery against the Tournament's ambitious ticketing strategy.

Support of Football Australia Objectives

- Work under the guidance of the General Manager – Government Relations to support strategic projects and objectives as required.

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

ROLE OUTCOMES/ DELIVERABLES

- Successful delivery of all Host City Deliverables across each key stakeholder group
- Successful stakeholder engagement across all touchpoints
- Successful delivery of Host City Tournament Working Group
- Build the profile of Football with Federal and State Governments
- Contribution to Host City Community Engagement Strategy and Execution
- Responsible for all reporting obligations

MAJOR INTERACTIONS

POSITION DESCRIPTION



- AFC Women's Asian Cup 2026 LOC Office Management Team
- GM Government Relations – Football Australia
- Host Cities – Government and Departmental Bodies
- Various Tournament Stakeholders

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential	<ul style="list-style-type: none"> • 7- 10 years plus experience in Government Relations, Stakeholder Relations or Stakeholder Management • Ability to build, maintain and leverage relationships with credibility at all levels (internal and external) • Politically astute and a natural communicator with the ability to secure 'buy-in' and make key decisions for the business through critical problem-solving skills and the use of sound judgement • Ability to find clarity and direction in a multi-stakeholder environment to deliver a high-quality programme • Superior communication, analytical, negotiation and written skills • Considerable experience in budgeting, administration, and reporting • Excellent verbal and written communication 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 • Strong attention to detail, high standards of integrity, ability to represent AFC Women's Asian Cup 2026 interests.
Desirable	<ul style="list-style-type: none"> • Possess a good understanding of, and experience with, the machinery of Central and Local Government processes and procedures. • Passionate about football • Asia-literacy and experience in working in Asian cultural contexts

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

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)

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| <ul style="list-style-type: none"><input checked="" type="checkbox"/> Full working rights in Australia<input checked="" type="checkbox"/> Working with children check (paid/ employee) or state- based equivalent<input type="checkbox"/> Working with children check (volunteer) or state- based equivalent (volunteer roles only) |
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