

POSITION DESCRIPTION



OVERVIEW

TITLE	General Manager - Ticketing, 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>	2
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

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.

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:

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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 (FA) 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 - Ticketing, 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 supporting the EGM, Event Growth and Experience in the development and execution of the ticketing strategy that promotes the tournament and supports the legacy of football in Australia. The role also be responsible for the management of ticketing operations and market strategies and execution.

This role requires a strategic thinker with experience in financial modelling, P&L and budget management, modelling and setting pricing strategies, yield management and inventory management. Event experience will be highly regarded.

ROLE RESPONSIBILITIES

Ticketing Strategy and Management

- Contribute to the development of the event ticketing strategy
- Lead a competitive tender process for ticketing for the event
- Manage the commercial and operational relationship with external venue ticketing agencies and stadiums
- Develop and implement ticketing builds, pricing, sales processes, sales, planning, administrative tasks, and operational strategies
- Manage and deliver ticketing launch, sales, distribution, and channel strategies

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Sales Strategy

- Develop and implement sales plans to drive revenue and audience growth
- In collaboration with the Marketing team, drive ticketing promotional programs and activities to reach attendance and revenue targets
- Work closely with internal and external stakeholders to identify and leverage key customer segments, purchasing behaviours and trends
- Work closely with internal colleagues to plan and execute web, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Plan, execute, and measure experiments and conversion tests
- Provide timely analysis of sales, trends, average ticket prices and revenue targets
- Prepare and monitor sales forecasts for the event based on volume and yield and manage sales reports throughout the event sales period
- Collaborate with agencies and other vendor partners

Ticketing Operations

- Lead all ticketing operations including product builds and inventory management including seat kills, holds, accessible seating, sight restrictions and order of sell.
- Coordinate and manage internal and external (venue and ticketing agency) activities regarding event builds, sales and marketing, matchday ticketing operations, event briefings, reporting and sales reconciliations
- Prepare categorised ticketing seating plans to ensure all external contractual obligations and all internal operational requirements are met
- Ensure all contractual, right to purchase and complimentary tickets are captured, regularly reviewed and updated, and distributed in accordance with agreed timelines.
- Formatting of ticketing stock, landing pages, print at home tickets, and mobile ticketing applications.
- Respond to ticketing related enquiries and feedback.
- Ongoing development and review of internal ticketing policies and procedures.

Financial Management

- Prepare and manage the ticketing budget, ensuring cost control and revenue maximization
- 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

- Build and retain talent, ensuring the right capabilities are in place to deliver business objectives
- Develop and maintain strong relationships with internal and external partners

ROLE OUTCOMES/ DELIVERABLES

- Effective and efficient ticketing strategy developed and delivered
- Event attendance and revenue and cost targets met
- Delivery of a smooth process for ticket purchasing and optimisation of pre-sale, pricing, distribution, and analysis

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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	<ul style="list-style-type: none"> • 7+ years' experience in ticketing/ analytical commercial or marketing roles • Experience in planning for and delivering ticketing sales and operations in the Australian marketplace, preferably in major events • Proficient leadership of technical, analytical and commercial teams • Strong commercial acumen • Experience in financial modelling, forecasting, pricing strategies, inventory management and P&L/budget accountability • Strong influencing and collaboration skills • Experience in managing and executing sales strategies, sales and distribution strategies, sales activity and sales outcomes • Effective communicator and presenter with the ability to pitch ideas and concepts at a senior level • A passion for stakeholder management and the ability to build and maintain strong relationships with stakeholders • Strong project management disciplines • 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"> • Understanding of local and global football • Asia-literacy and experience in working in Asian cultural contexts

QUALIFICATIONS

Essential	<ul style="list-style-type: none"> • Qualifications in Business, Commerce, Sports Management, Marketing and /or Events
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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)