

POSITION DESCRIPTION



OVERVIEW

TITLE	Senior Partnerships Manager
DEPARTMENT	Commercial & Events
LOCATION	Sydney (Head Office)
REPORTS TO	General Manager - Commercial
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	0.5
Number of indirect reports	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
- 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

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- 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 Senior Partnerships Manager is responsible for the relationship management of a portfolio of commercial partners, with an aim of delivering on each of their business objectives, based on a clear understanding of the goals associated with their Football Australia partnership.

This role takes responsibility for all Football Australia partnership properties, with a focus on the national teams – Senior, Youth & Para's. It plays a central part in connecting leading Australian and global brands to the nation's most loved teams – the CommBank Matildas and CommBank Socceroos.

Football Australia's partnership portfolio includes blue chip companies such as Commonwealth Bank, Cadbury, Qantas, Nike, 10 Paramount, Allianz, Coles, MILO, Hahn, Superloop, MJ Bale and Beare Park. The successful candidate will be intimately involved in delivering some of the largest sponsorship campaigns Australia has seen.

The position is responsible for delivering a best-in-class commercial partner management program, ensuring delivery of integrated and cohesive sponsorship agreements across the FA ecosystem, while in tandem enhancing football fans' experiences in Australia.

ROLE RESPONSIBILITIES

- Ensure FA is fulfilling its contractual obligations to key partners throughout the term of their agreement, delivering value over and above expectations to maintain high levels of sponsor satisfaction
- Lead the end-to-end delivery of partner campaigns across broadcast, digital, experiential and social channels.
- Collaborate with FA's marketing, media and events teams to integrate partner activity seamlessly into key campaign moments.
- Support renewal and upsell opportunities by identifying new value creation pathways for existing partners.
- Establish a detailed understanding of commercial partner's marketing and strategic plans and develop, deliver and review creative campaigns for partners.
- Continually monitor and review partner contractual benefits and pro-actively create and present ideas to partners to utilise and deliver against set objectives most effectively
- Support the Commercial department's planning and compliance with policies, whilst implementing functional best practice and continuous improvements
- Work within governance, compliance, regulatory and policy frameworks when it comes to partner rights and benefits. This will include signage, inventory/rights and the use of teams and players – imagery and access
- Together with the General Manager – Commercial, establish and maintain relationships with relevant players and their agents to ensure appropriate delivery of appearances, management of commercial/IP issues and/or individual partnership deals
- Support fan ratings, attendance and passion through the development of marketing initiatives with sponsors that promote football and drive consumption.

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- The ability to build strong relationships with staff members of all Football Australia business units, along with key personnel of each commercial partners teams, is a critical component of this role
- A natural ability to influence, combined with an understanding of how to optimise stakeholder management for sponsorship leverage demonstrating strong ROI and ROO to FA partners, is crucial

ROLE OUTCOMES/ DELIVERABLES

- Improve the performance of dedicated FA commercial partnerships, sharing insights and experience to assist them in development and delivery of sponsors marketing plans
- Proactively initiate and drive joint marketing programs and delivering mutually beneficial outcomes to partners and Football Australia
- Effective overall stakeholder management measured as improvements in partner satisfaction surveys
- Ability to educate, coach and influence key stakeholders and partners on regulatory framework requirements central to delivering the best outcomes for all partners
- Sponsor Satisfaction ratings meet targets each year
- Support the ideation and presentation required for renewals and sales projects
- Develop and deliver a continuous improvement strategy for stakeholder management, internal and external relationships.
- Campaign plan delivered for each partner that is reviewed annually and meets or exceeds targets
- Ensure the successful delivery of post campaign reporting after each match window, along with half yearly & yearly presentations for each Corporate Partner
- Ensure effective compilation and presentation of market research and analysis data

MAJOR INTERACTIONS

- Chief Revenue Officer
- General Manager – Commercial
- Senior Partnerships Managers
- Senior Business Development Manager
- FA Sponsors
- FA Internal stakeholders – including but not limited to marketing, media, community, legal, high performance
- Sponsors' agency partners
- Research and insights partners
- National Team players from time to time
- Professional Footballers Australia

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential

- 3-5 years' experience in a sales/marketing/sponsorship management/agency
- Proven ability to manage multiple partners and complex rights portfolios simultaneously
- Passion for purpose-based partnerships
- Strong commercial acumen
- Understanding of strategic marketing plans & processes

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	• Experience in servicing blue-chip brands, understanding how they operate and their partnering expectations • Superior communication skills – written, verbal and presentation skills • Outstanding customer service and relationship management skills • Ability to build strong working relationships within the corporate environment • Results and Performance driven • Self-motivated • Competence in Microsoft suite of computer programs • Effective time management – to be able to respond quickly and effectively to partnership needs
Desirable	• Previous experience working within sport
QUALIFICATIONS	
Essential	
Desirable	• Relevant tertiary qualifications in business, marketing or related discipline
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 Police Check ☒ 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)	