

Retention & Acquisition Officer

Carlton Football Club is one of Australia's oldest and most prominent sporting institutions. The Club boasts a long history of proud supporters and premiership success. More recently, Carlton Football Club has started on a new journey and is seeking the skills of a **Retention & Acquisition Officer** to join the next chapter.

Reporting to the Membership Sales Manager, you will play a pivotal role in connecting with our existing Carlton members and our large supporter base. Identifying and retaining members that are unlikely to renew and seeking new member and fan data is the primary objective this role. This will be done through segmented communications, relevant messaging, intervention where non-renewal appears likely and high levels of service, particularly to first year members through the Member Recognition program.

Through the busy summer period, the Retention & Acquisition Officer will also take up a key telephone sales role in the membership team as members seek to join and renew their memberships.

If you are an energetic and passionate about connecting with people, delivering exceptional service and ready to take the next step in your career, we would like to include you in the Carlton Football Club family.

The key responsibilities of the role include:

- Oversee and implement a structured development, retention and acquisition strategy.
- Assist in prospect lead generation strategies including those from casual ticket sales.
- Fan database development, analysis, segmentation and management.
- Responsibility to ensure the Member Recognition program is fulfilled.
- Providing outstanding customer service.

Successful candidates will have:

- Strong sales and customer service background preferably in sporting, retail or health club sales.
- Experience in delivering exceptional customer service.
- Easily builds rapport.
- The ability to interpret data to build strategies and measure success within both the areas of acquisition and retention.
- Excellent communication skills with the ability to work collaboratively across teams and locations
- Previous experience with Archtics would be seen as an advantage but is not mandatory.

Applicants must be available to work Monday to Friday and with flexibility to work after hours and on weekends.

If you are interested in applying for this role please submit CV and cover letter to employment@carltonfc.com.au by 5pm Friday 21 October 2016.

Please be advised only candidates shortlisted for an interview will be contacted.