



## ESSENDON FOOTBALL CLUB

### Head of Digital

Essendon Football Club has a reputation as a leader in the Australian sports industry and we are committed to our vision of being recognised as the most respected, inclusive and successful sporting club in the country, consistently setting the benchmark both on and off the field. We currently have an exciting newly created role for a Head of Digital to 'Don the Sash' and join our Marketing Team based at our club headquarters at Melbourne Airport.

#### **The Opportunity**

The Head of Digital will be responsible for developing, leading and executing the Club's digital strategy and managing the social and digital media teams.

Reporting to the Chief Marketing Officer, this newly created role will look for you to make an immediate impact by enriching and managing the customer experience across all digital and social media platforms, enhancing brand awareness, engaging new audiences, delivering key integrated marketing and commercial campaigns, meeting consumer revenue targets, developing new media and digital product offerings, as well as regular reporting and analytics across digital and social media metrics.

A priority focus for the Head of Digital position is the integration of the Club's database with its social media audience to develop a deeper understanding of the digital and social customer, enhance, cultivate and grow fan engagement across digital and social platforms and drive membership, merchandise and ticketing revenue through data led retail marketing campaigns.

This is an opportunity to take Essendon FC's Digital presence to the next level and to make a measurable commercial impact to the future success of the club.

#### **What We're Looking For**

To be considered for the role, candidates must have the following essential skills and experience:

- Considerable experience working in a digital, social media, marketing capacity;
- A proven leader with demonstrated success in building, developing and managing high performing teams;
- Relevant Tertiary qualification in Marketing, Digital, Commerce, or equivalent;
- Ability to lead digital functions and realise new commercial opportunities created through the use of technology and data;
- Strong internal and external stakeholder management skills and the ability to influence action and lead change;
- Resilience to thrive in a dynamic environment with constant change;
- A creative mind and ability to bring innovation;
- High level strategic planning and analytical capability;
- Strong project management and delivery experience;
- Strong commercial and financial acumen with a proven track record of commercialising initiatives and achieving budgets;
- Ability to work flexibly and travel across 7 days;
- Permanent Residency in Australia, or appropriate visa to work permanently;
- Previous experience working in the Sports industry and passion for AFL industry would be advantageous.

#### **To Apply**

EFC has partnered with Orchard HRO to source and attract stand out talent for the Head of Digital position. To be considered for this exciting new opportunity, please apply online on the [EFC Careers page](#) to take the first step in your new career!

**Applications close 12pm, Friday 3 November 2017**

Please note that this role will be subject to background checks.