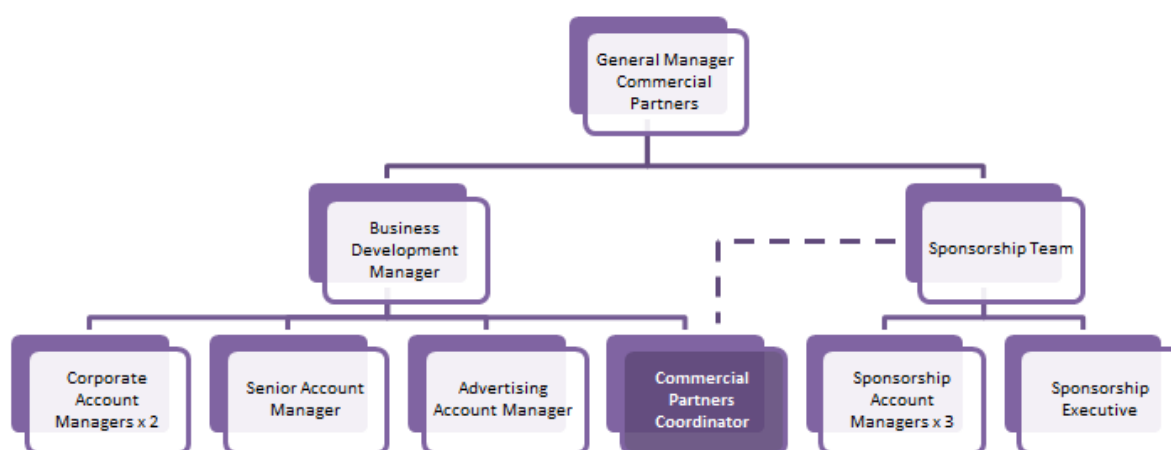


FREMANTLE DOCKERS POSITION DESCRIPTION

POSITION TITLE	Commercial Partners Coordinator
DEPARTMENT	Commercial Partners
DIVISION	Commercial Partners

REPORTING RELATIONSHIP



POSITION PURPOSE

Position's primary responsibility and purpose within the organisation

To coordinate activities within the Corporate Sales and Sponsorship departments including administrative tasks, database management, ensuring delivery of contractual obligations, reporting, client liaison, corporate and sponsor events and game day activities.

KEY RESPONSIBILITY AREAS (KRAs)

The Key Responsibility Areas (KRAs) of the position are broad areas that the position has responsibility for but are not duties, activities or "things done" to deliver finished or finalised work.

KRA 1	Administration and general assistance to the Commercial Partners division
KRA 2	Database management
KRA 3	Client liaison
KRA 4	Corporate and Sponsor events
KRA 5	Corporate and Sponsor communication collateral
KRA 6	Game day activities

POSITION ACCOUNTABILITIES

Accountabilities relate directly to the position's KRAs and are statements of the broad areas of responsibility that apply to the position. Accountabilities focus on the position not the incumbent, direct the incumbent as

POSITION DESCRIPTION

to what is required to fulfil the responsibility, communicate the degree of ownership possessed by the incumbent, reflect the degree of control or impact the incumbent should have in order to deliver a KRA and how could the KRA be delivered

KRA No	Accountabilities
1	Administration tasks including phone or email enquiries, relay information regarding corporate or sponsor enquiries and maintain the general office space.
1	Provide support to the Account Managers and Sponsorship Executives including directing calls, ensure knowledge of staff movements in and out of the organisation.
1	Coordinate Corporate and Sponsor mail outs of things such as Docker Magazine, Corporate Trip, Banquet Auction and other upcoming events.
1	Document all club sponsorship articles for reporting purposes.
2	Database Management - Ensure the correct information is input in the Sales Logix system including accurate account and product management.
2	Provide reports as required to the Corporate Account Managers and Sponsorship Executives including upcoming events, weekly sales figures and media research.
2	Coordinate a system rollover at the succession of each season and ensure the correct products are rolled over from one season to the next and ensure any new products are added according to the next season.
3	Coordinate client liaison between Account Managers, Sponsorship Executives and Clients.
3	Provide reports to Mustard Catering with client details to enable liaison between Mustard Catering and Companies for catering purposes at home games.
3	Send Match Day information to dining clients regarding upcoming home games.
3	Ensure corporate and sponsor communication via the Corporate Newsletter ' <i>Corporate Partner Matters</i> ' and coordinate sign off for distribution on a weekly basis.
4	Coordinate a number of corporate and sponsor events and other activities such as corporate raffle, player appearances etc.
5	Create and arrange approval / sign off of a range of flyers, brochures, Corporate Cards for the season and marketing collateral as required.
5	Be the primary contact to liaise with Graphic designers and production organisations to coordinate artwork for marketing pieces and to monitor and ensure completion of the above collateral within deadlines.
5	Coordinate information and data for the Corporate Cards prior to each season and liaise with the Western Australian Football Commission (WAFC) to organise data and barcodes for each season and ensure accurate corporate and sponsor swing tags for access at Paterson's Stadium.
6	Provide Corporate Dining report to Events Department for Game Day dining quantities and provide Corporate box list to WAFC.
6	Organise AFL records for all Corporate hospitality, Coaches Box, Community Goals or member functions.
6	Coordinate the production of external and internal suite signs for home games.
6	Ensure seating plans for external seating in dining rooms are correct and that all clients have an external seat and assist in an allocated dining room on game day.
6	Work closely with Sponsorship Executives and sponsors to plan and drive promotional activities on Game Day.
6	Coordinate and distribute all tickets for casual clients attending a home game (i.e one off's).

POSITION KNOWLEDGE, ABILITY AND SKILLS (Competencies)

Demonstrated excellent communication and interpersonal skills and a clear service focus.

Position:

2

POSITION DESCRIPTION

Excellent computer literacy skills with regards to the Microsoft Office suite of products. Experience with Sales Logix or with other sales or customer relationship management (CRM) data bases would be an advantage but is not essential.

Excellent organisational skills with a proven ability to prioritise tasks and work under pressure with excellent attention to detail.

Proven ability to use initiative and be proactive in the workplace.

Demonstrated relationship building and customer service skills.

Proven ability to work effectively within a team environment.

Ability and willingness to work on game days through the Football season and out of hours at other Club events as required.

WORK EXPERIENCE

- **Essential:** Experience providing administrative support to a team of people
- **Desired:** Experience working in an environment involving sales and / or servicing clients or sponsors

WORKING RELATIONSHIPS

Internal

CEO	<input checked="" type="checkbox"/>
Board	<input checked="" type="checkbox"/>
Football Department employees	<input checked="" type="checkbox"/>
Human Resources	<input checked="" type="checkbox"/>
Finance & Admin	<input checked="" type="checkbox"/>
Media & Communications	<input checked="" type="checkbox"/>
Business Operations	<input checked="" type="checkbox"/>

External

Business Partners	<input checked="" type="checkbox"/>
Key Clients	<input checked="" type="checkbox"/>
External Agencies	<input checked="" type="checkbox"/>
AFL	<input checked="" type="checkbox"/>

EMPLOYMENT POLICIES

The conditions outlined within Fremantle Dockers Human Resources and Employment Policies and your individual letter of employment, shall apply at all times.

HOURS OF WORK

This position will involve work outside normal business hours including match days and weekends.

CERTIFICATION

The details contained in this document are an accurate statement of the position's responsibilities and requirements.

Scott Gooch, GM Commercial Partners

Department Head

Signature

Date

Nicole Horrocks

Human Resources Approval

Signature

Date