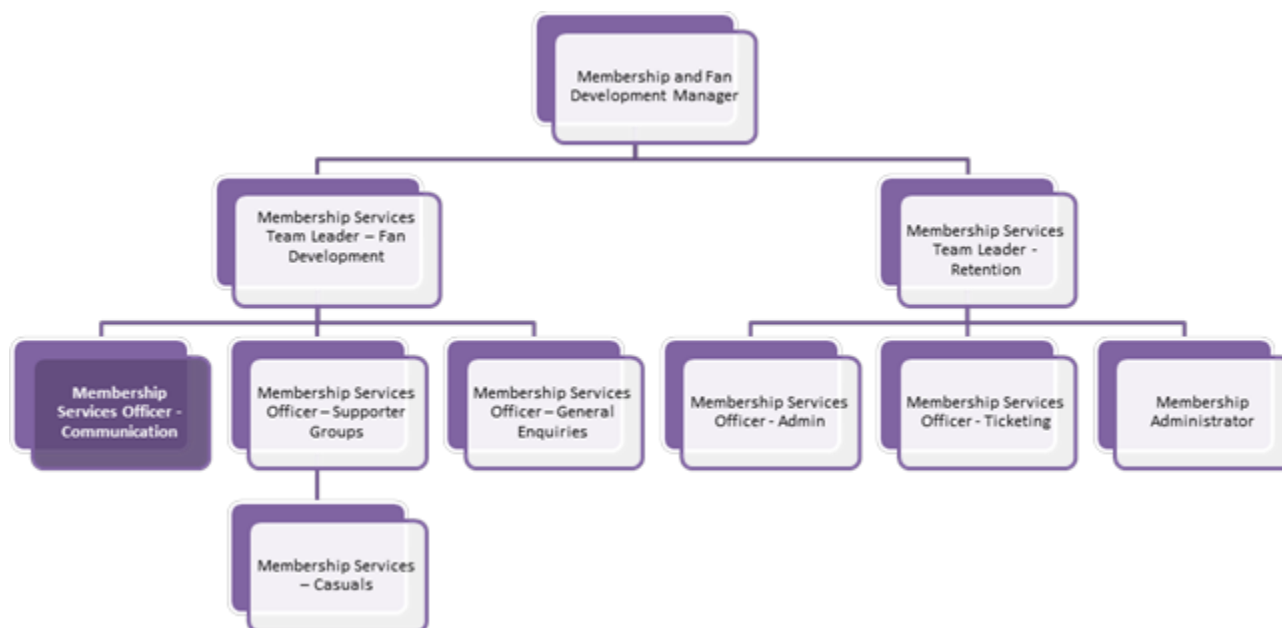


FREMANTLE DOCKERS POSITION DESCRIPTION

POSITION TITLE	Membership Services Officer (Communications)
DEPARTMENT	Membership
DIVISION	Business Operations

REPORTING RELATIONSHIP



POSITION PURPOSE

Position's primary responsibility and purpose within the organisation:

The main purpose of this role is to service existing members, through general membership duties and the generation of all membership emails, written communications, management of the membership inbox and assist in building membership.

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	General membership duties
KRA 2	Membership email communications
KRA 3	Membership letters and bulk communications
KRA 4	Marketing and promotion of the Community Goals Raffle

POSITION ACCOUNTABILITIES

Accountabilities relate directly to the position's KRAs and are statements of the broad areas of responsibility that apply to the position.

KRA No	Accountabilities	
1	General membership duties	
	1.1	Phone and face to face interaction with members
	1.2	Processing payments and cash handling
	1.3	General customer service
	1.4	Recording communications had with members
	1.5	Balancing payments
	1.6	General data entry
	1.7	Data reviewing and analysis
2	Membership email communications	
	2.1	Coordination of Freo Fan Mail weekly e-newsletter
	2.2	Coordination of scheduled membership emails such as Freo Advantage, member non-attendance and welcome to the team
	2.3	Coordination of membership emails as required including Team Store emails, membership campaigns, ad hoc requests as required
	2.4	Provide reports on email campaign figures, forecasting and trends
	2.5	Submitting all letters through Fremantle's internal approvals process
3	Membership letters and bulk communications	
	3.1	Writing of all bulk membership communications
	3.2	Creation of all member required forms, such as seat move forms, membership transfer forms
	3.3	Submitting all letters through Fremantle's internal approvals process
4	Marketing and promotion of the Community Goals Raffle	
	4.1	Collateral design of all materials required for the annual community goals raffle including book design
	4.2	Coordinate a marketing and promotions plan for the community goals raffle
	4.3	Promotion of the community goals raffle throughout the campaign
	4.4	Assist Team Leader in development of the campaign including sourcing prizes and campaign themes

POSITION DESCRIPTION

POSITION KNOWLEDGE, ABILITY AND SKILLS (Competencies)

- Excellent customer service skills
- Demonstrated excellent written and verbal communication and interpersonal skills
- Experience in written communications for publication
- Proven ability to prioritise tasks and work under pressure with exceptional attention to detail
- Proven ability to work effectively within a team environment and communicate across all levels of the club to meet the membership strategy outcomes
- Demonstrated creativity and / or understanding of basic marketing principles
- A passion for an understanding of AFL and / or the sports industry would be an advantage
- Ability and willingness to work on game days through the football season and out of hours at other club events as required
- Experience working with databases would be preferred

WORKING RELATIONSHIPS

Internal

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

Fremantle Dockers Football Club Members	<input checked="" type="checkbox"/>
Fan base	<input checked="" type="checkbox"/>
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:

David Pitts, General Manager Business Operations

Department Head (Name & title)

Signature

Date

Nicole Horrocks

Human Resources Approval

Signature

Date