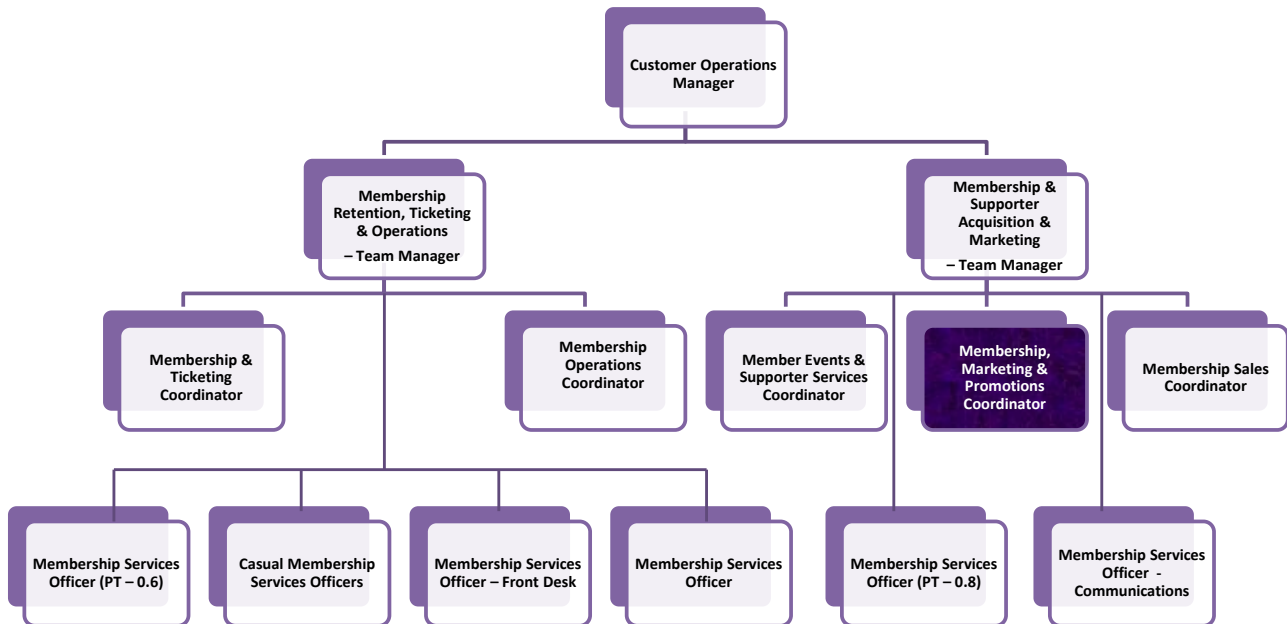




**FREMANTLE
DOCKERS**

FREMANTLE DOCKERS POSITION DESCRIPTION

POSITION TITLE	Membership, Marketing and Promotions Coordinator
DEPARTMENT	Membership
DIVISION	Business Operations



POSITION PURPOSE

Position's primary responsibility and purpose within the organisation

This role is responsible for developing, coordinating and maximising a range of marketing communications and tools in line with the club's brand for Fremantle Football Club membership promotions.

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	Membership Customer Service and Engagement
KRA 2	Marketing and Promotions
KRA 5	Other duties as directed

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 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	Membership Customer Service and Engagement	
	1.1	Phone and face to face interaction with members
	1.2	Processing payments and cash handling
	1.3	General data entry
	1.4	Maintaining and establishing current / new member relationships.
2	Marketing and Promotions	
	2.1	Support Customer Operations Manager and Membership & Supporter Acquisition and Marketing Team Manager with development and implementation of annual membership marketing and communication calendar.
	2.2	Assist with the development and implementation of strategies to increase our current fan base through marketing and promotional activities.
	2.3	Take responsibility for monitoring the timelines and milestones of the calendar.
	2.4	Coordinate the development of marketing collateral including emails and other promotional material.
	2.5	Design of department promotional and marketing materials.
	2.6	Development of marketing campaigns based on current trends and opportunities.
	2.7	Support Customer Operations Manager and Membership & Supporter Acquisition & Marketing Team Manager with a promotional and marketing plan for the transition to the new Perth Stadium.
	2.8	Provide reports on email campaign figures, forecasting and trends.
3	Other duties as directed	
	3.1	May be required to assist other departments within Business Operations or other areas of the business from time to time.

POSITION DESCRIPTION

POSITION KNOWLEDGE, ABILITY AND SKILLS (Competencies)

- Qualifications and / or experience in Marketing / PR / Digital Communications or related area.
- Experience developing marketing campaigns and / or materials and knowledge and/or understanding of the principles marketing, communications and / or promotions.
- Well-presented and hardworking with a demonstrated high level of customer service skills.
- Excellent written and verbal communication and interpersonal skills.
- Proven ability to prioritise tasks and work under pressure with exceptional attention to detail.
- Proven experience working with Photoshop (or equivalent) is essential.
- Demonstrated ability to work effectively within a team environment and communicate across all levels of the club to meet the membership strategy outcomes.
- Proven ability to be reliable and punctual.
- A demonstrated strong work ethic with the willingness and ability to work outside of standard business hours at events including at all club home games.
- A passion for an understanding of AFL and / or the sports industry would be an advantage.
- Experience working with databases preferred but is not essential.

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

Members and fans of the club	<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.

Nicole Horrocks

GM – Human Resources

Signature

Date