



POSITION DESCRIPTION

ST KILDA FOOTBALL CLUB

POSITION TITLE: Merchandise Manager

REPORTS TO: GM – Consumer Business

KEY LINKS: Membership Operations Manager, Football Operations Manager & Brand & Marketing Teams

DIRECT REPORTS: Merchandise Coordinator

EMPLOYMENT TYPE: Full Time (12 month maternity leave contract)

POSITION SCOPE:

As a member of the Consumer Team team this position reports to the General Manager – Consumer Business and is accountable for the achievement of all commercial outcomes associated with the St Kilda Football Club merchandise and licensing business.

POSITION PURPOSE:

The Merchandise Manager is responsible for all aspects of St Kilda Football Club's merchandise business across game day and events and a new retail store at Moorabbin due to open October 2018. In addition, this position is required to collaborate closely with the club's online fulfilment partner, Infinite Retail, to ensure online retail revenue is maximised. The responsibility for development and delivery of the club's official on field range also rests with the Merchandise Manager.

KEY RESPONSIBILITIES:

Leadership & Culture

- Demonstrate leadership of the club's values and behaviours both within the department and across the club.
- Demonstrate initiative and a 'can do' attitude.
- Champion a culture of customer centricity across the club.
- Empower the Merchandise Coordinator to implement best practice customer service standards for all merchandise staff across all retail channels.
- Ensure all aspects of the merchandise business are consistent and aligned with the club's values and culture at all times.
- Establish clear processes and procedures for the Merchandise Coordinator to implement to ensure accuracy and discipline are maintained throughout all merchandise operations.
- Support the career progression of the Merchandise Coordinator through frequent assessment of performance against agreed objectives and providing additional learning opportunities.



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Operational Execution

- Develop the merchandise budget and regularly assess performance against agreed commercial objectives.
- Oversee merchandise operations at game day and club events ensuring product range meets consumer expectations, visual merchandising standards are maintained and financial targets are met.
- Establish and maintain a strong working relationship with Infinite Retail to maximise commercial opportunities through the club's online retail store.
- Oversee inventory management including tracking all stock movement and reconciliation to ensure accuracy and mitigate potential stock loss.
- Complete detailed reporting and analysis on stock movement and sell through ensuring product offering maximises commercial returns.
- Collaborate with the internal marketing team and Infinite Retail to develop and execute a yearly retail marketing calendar.
- In partnership with the GM Consumer Business complete a comprehensive launch plan for the new retail facility at Moorabbin including shop fit out.

Stakeholder Engagement & Representation

- Maintain key internal and external relations to ensure all St Kilda Football Club licensed product is in line with the club's brand guidelines.
- Work closely with the club's on field partner and internal stakeholders to ensure a functional and commercially viable range of on field product is delivered on time and in line with the commercial operations guidelines.

KEY COMPETENCIES (SKILLS & KNOWLEDGE):

- Commercial and financial acumen with a proven track record of managing budgets and achieving financial KPI's.
- Strategic thinking and planning, including the ability to analyse data and identify stock issues or trends.
- Demonstrated ability to manage a team, including casual staff.
- Demonstrated ability to think creatively and identify new revenue opportunities.
- Strong interpersonal and communication skills, including a commitment to open, honest, two-way and frequent communication.
- Demonstrated experience with engaging various stakeholders and the ability to influence people at all levels within the organisation as well as to interact and engage with external stakeholders.
- Ability to work flexible hours across 7 days during the football season.



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EXPERIENCE & QUALIFICATIONS:

Mandatory:

- Minimum 2 years' experience relevant to the position, ideally in a retail or marketing related environment.
- Possess a current drivers licence.

Desirable:

- Experience in AFL football or a similar sporting organisation.
- Tertiary qualified in Sports Administration or Marketing.

PERSONAL ATTRIBUTES:

- A strong personal brand, including displaying well developed personal values, integrity and a commitment to professionalism and accountability.
- Organised and outcome focussed whilst remaining generous, hospitable, inclusive, considerate and open.
- Ability to work independently or as part of a team.
- A commitment to self-improvement and learning and development.
- Ability to manage multiple tasks.
- Ability to meet timelines in an effective and efficient manner.
- Organised and outcome focussed whilst remaining generous, hospitable, inclusive, considerate and open.
- Ability to work independently or as part of a team.
- Ability to contribute to an engaged and high-performance team environment.
- Commitment to self-improvement and learning and development.