



Consumer Sales Officer

With a proud history to uphold, the Brisbane Lions are embarking on an exciting period of growth and long-term success. To assist us in achieving our goals, we are currently seeking a talented and enthusiastic **Consumer Sales Officer** to drive external sales of Club memberships, group ticketing and other Club products and offerings to prospective members and fans.

The **Consumer Sales Officer** will be responsible for:

- Developing sales strategies to convert current fans, supporters and casual ticket holders into Club members
- Driving membership sales and group ticketing to achieve set targets and KPI's
- Assisting in the development and delivery of membership campaigns and promotions
- Completing regular competitor analysis
- Responsible for the overall management of the sales and membership databases
- Work closely with other departments to identify new opportunities or sales lead generation

The ideal candidate will have a strong out-bound sales background, with proven ability to develop effective sales strategies and achieve sales targets while genuinely understanding and caring for our Members. You will have an entrepreneurial mindset, able to take initiative and work collaboratively to achieve organisational objectives.

Above all you must be a people person, able to build genuine relationships for the business and embody the Club values of **Connected, Elite Performance, Cutting Edge** and **Care**.

Experience working in a membership-oriented organisation and sales team - particularly within professional sports – and a good understanding of the AFL industry is essential.

Due to the nature of the industry, the ideal candidate must be flexible in their availability as odd hours, and some weekend work will be required for this role, such as working at home games. To apply, please forward your CV and professional covering letter (maximum 1 A4 page) jobs@lions.com.au. Applications close **19th June 2019**.

Brisbane Lions is an equal opportunity employer, committed to providing a working environment that embraces and values diversity and inclusion.

Aboriginal and Torres Strait Islander applicants are encouraged to apply.

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