



General Manager – Consumer

- Unique opportunity with one of Brisbane's Iconic Sporting Teams
- Dynamic role responsible for driving supporter engagement

We're on the hunt for an innovative, experienced and motivated **General Manager – Consumer** to join our team at the Brisbane Lions.

A revived position at our Club, the GM Consumer is ultimately responsible for the growth and development of Brisbane Lions fans and members. Forming part of the Exec Management team and reporting to the CEO, our new team member will be an experienced people manager with;

- Significant experience in customer strategies
- A degree in sports, marketing or relevant business discipline
- Highly proficient skills in data analysis and data driven decision making

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

Key responsibilities and result areas include:

- Develop, manage and deliver Consumer Business strategy, targets and budgets
- Recruitment and Retention of Brisbane Lions Members that achieve set revenue targets
- Lead and cultivate relationships with new and casual fans, using data driven insights and communications
- Development and delivery of retail ticketing strategies to drive ticket sales and exceed budget
- Successful management of our Merchandise and Licensing department including development of new products / P and L / online and in house sales

A largely autonomous role (within a super supportive team) the successful **GM** will have previous management experience ideally in managing sports brands and the membership / ticketing component. Previous experience in the AFL or sporting industry preferred but not essential.

The role is based at the Gabba and match day participation including some travel will be required.

To apply, forward your CV and covering letter (maximum 1 A4 page) to jobs@lions.com.au
Applications close **8th February 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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