

POSITION AND PERSON SPECIFICATION

COORDINATOR, MEMBERSHIP COMMUNICATION & TICKETING



Coordinator, Membership Communication & Ticketing

Position Purpose

The Membership Communication and Ticketing coordinator is responsible for membership and ticketing inventory and fulfilment and the generation of revenue through the Club's membership and ticketing programs for AFL & AFLW.

This role will be responsible for membership communication and the fulfilment of ticketing through membership servicing, membership retention and driving and measuring member service satisfaction. This person will be responsible for the consolidation and integrity of data, data management, and reacting to membership and ticketing requests. Prior experience with Archtics, Ticketmaster and Ticketek is preferred.

The role also involves the hands-on management of the ticketing fulfilment and operations. This includes managing AFL and AFLW Membership database and maintain operational relationships with ticketing agencies, stadium management, the AFL and other AFL Clubs.

Reports to:

- Head of Membership & Ticketing

Direct Reports:

- None

Other Key Relationships:

Internal:

- Membership Team
- Events & Experience Team
- AFLW, AFL and Netball Operations Departments
- Community Department
- Commercial Department
- Football

External:

- AFL
- AFL NSW / ACT
- Community Partners
- Corporate Partners and Sponsors

KEY RESPONSIBILITIES:

Membership

- Overall responsibility to deliver the Membership Communication strategy and plans
- Deliver membership & fan growth
- Promote alignment and consistency between media content, partnership collateral and brand marketing activity ensuring a consistency of message to members and fans
- Through effective use of campaign marketing, deliver the membership and fan strategy and KPI Objectives
- Drive the Marketing agenda to ensure all membership KPI's are achieved and champion a membership focus across all aspects of the club
- Execute membership fulfillment, inet sales, and maintain relationship with members by managing the membership inbox when needed
- Work in conjunction with the Head of Membership and Ticketing to ensure profitability and quality of the membership packs
- Communication and selling of memberships directly to members and the boarder public
- Execution of membership game day operations

Ticketing Operations

- Driving membership and ticketing engagement and achieving budgets
- Assist with managing budgets and maximizing ticketing yield
- Manage and maximize event builds, allocations and holds across all pre-season, AFLW and Premiership Season events
- Collate and fulfil all internal and external stakeholder ticketing requirements for GIANTS home and away and Premiership games including GIANTS members and fans
- Fulfill additional ticketing requests as required
- Communication and selling of tickets
- Execution of ticketing game day operations

Reporting

- Assist in managing membership and ticketing data analytics, proving insights and trends on all membership and ticketing programs against set key KPI's
- Accurately and in a timely manner complete and distribute weekly sales and KPI tracking reports
- Additional data requests as required

Desirable Experience and Skills

- Solid experience in Sales and Operations, preferably from a membership or ticketing based organisation
- Strategic development of membership and ticketing plans as well as the overall customer journey will be highly regarded
- Energetic sales, acquisition and retention strategy mind-set

The role is full time and it will require weekend work and some travel. It is also a requirement of the role that you can obtain a Working with Children Check and provide a Police Check upon employment. As an employer of an AFL club you must also comply with AFL Rules & Regulations which includes prohibiting employees from gambling on AFL football.

Commitments & Values

1. Love the fans. Embrace their communities and aspirations
2. Always entertain. Deliver quality family entertainment
3. On the field. Play exciting and ruthless football
4. Off the field. Be open, accessible and inclusive
5. Great partners. Always deliver value
6. Think differently. Innovate, invent and create
7. Work hard. Collaborate with high energy
8. Invest in people. Demand honesty, integrity and respect
9. Get the little things right. Never tolerate poor performance
10. Love the game. Respect the opportunity we have been given