



MEMBERSHIP GROWTH MANAGER

ABOUT US

The North Melbourne Football Club (NMFC) is a leader in the Australian sports industry, with an outstanding reputation for its hardworking culture and innovation, both on and off the field. NMFC is more than just a football club – we are widely known as the most socially progressive sporting club in Australia. We pride ourselves on the work we do in the community through our award-winning program, The Huddle.

If you thrive on working in a fast paced, continuously evolving environment with a passionate team of professionals where you can learn and gain valuable experience, this may be the organisation for you.

ABOUT THE ROLE

An exciting new role has arisen in our Consumer Business team to help drive the club's ambitious membership targets. Reporting to the GM – Consumer Business, the position of Membership Growth Manager will oversee the acquisition of new members and implement strategies to renew existing members year on year. The successful candidate will:

- Build and deliver on strategies to drive membership growth
- Develop and implement acquisition, lapsed member and renewal sales and marketing campaigns
- Create strong membership sales targets and motivate a small team to reach those targets
- Develop all collateral required to renew or sell memberships
- Manage and execute consumer fundraising initiatives
- Manage contact data gathered through all customer interactions on the club database
- Oversee and assist with the selling of memberships at match and event days

OUR IDEAL CANDIDATE

The ideal candidate will possess the following qualifications, skills and attributes:

- 4+ years' experience in a sales role
- Membership sales or member-based organisation experience preferred
- Experience in or an understanding of marketing principles and strategies to assist with sales
- Knowledge or experience in using data for market insights
- Experience in people management within a small to medium team
- Highly developed customer service and relationship management skills
- Effective self-management, including the ability to prioritise, meet deadlines and time management
- Strong understanding of CRM applications
- Capable of working a wide array of hours with varying time schedule to suit the seasonal priorities of football
- The successful candidate will require a valid Victorian Working with Children Check.



PERKS & BENEFITS

As an employee of NMFC, you have access to a number of perks and benefits, including:

- Access to 'BOUNCE', the club's health and wellbeing program
- Discounts at some of Australia's major retailers
- Professional development opportunities
- Shinboner Reward & Recognition program
- Flexible work options
- Access to football tickets
- Exciting staff experiences such as food trucks and sports days
- Access to gym facilities

APPLICATIONS

To apply for this position, please submit your CV together with a covering letter outlining your suitability for this role to employment@nmfc.com.au

Please note that due to the overwhelming number of applications received by the club, we are unable to reply to every application. Only those applicants selected for an interview will be contacted.

EQUAL OPPORTUNITY

NMFC strives to be the AFL's most inclusive, accessible and united football club. Our value of 'Belonging' means we embrace people from all walks of life and respect each other's opinions and capabilities. We are committed to providing a working environment that embraces and values diversity and inclusion.

All employment decisions at NMFC are based on business needs, job requirements and individual qualifications, without regard to age, disability, gender or gender identity, marital or parental status, political or religious beliefs, race or sexual orientation. NMFC will not tolerate discrimination or harassment based on any of these characteristics.