



COMMERCIAL & STRATEGY EXECUTIVE

ABOUT US

The North Melbourne Football Club 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

Reporting to the Commercial and Strategy Manager, the successful applicant will support the club's commercial plan, and the overall strategic plan, with a specific focus on enhancing our revenue base, through delivering agreed annual new business targets, including specific revenue from digital sales.

The role will be responsible for:

- Proactive prospecting, development of sales strategies, pitching and ultimately securing new commercial partnerships
- Research, analyse and understand the needs of organisations to identify and develop the best approach to converting these organisations to become clients
- Support development of planning to identify new club revenue channels including a strong focus on increasing digital sales.
- Maintain a regular pipeline of sponsorship opportunities across AFL, AFLW and VFL programs
- Develop and maintain strong relationships with all members of the North Melbourne networks
- Assistance on all home match days and other club and corporate events

OUR IDEAL CANDIDATE

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

- Degree in Business/Marketing/Advertising or Sponsorship (or related discipline)
- Marketing or sales background preferred
- Demonstrated ability to identify opportunities and translate these into proposals that validate our value proposition
- Experience in income generation from a variety of sources including digital sales
- Ability to develop regular reporting on sales and pipeline and present to Commercial leadership team
- Demonstrated project management skills
- Highly developed customer service and relationship management skills
- Strong understanding of CRM applications
- Capable of working a wide array of hours with varying time schedule to suit the seasonal priorities of football
- Hold a valid Driver's Licence
- 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
- Exciting staff experiences
- 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.

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

Applications close at 5pm Friday 26 April 2019.