

Merchandise & Licensing Manager

12 month parental leave contract



We are seeking an enthusiastic seasoned Merchandise & Licensing Manager to quickly lead & manage the Western Bulldogs retail operations, on-field apparel, and licensed merchandise. This position is a 12-month maternity leave cover with an immediate start. This role will manage merchandise and license requirements for the Western Bulldogs AFL, AFLW, VFL and VFLW teams.

The Merchandise & Licensing Manager responsibilities include managing, developing and motivating a retail sales team to ensure excellent sales & customer service at the Whitten Oval store, game day & Club events and on e-Commerce platforms. This position is part of the Commercial department and reports into the Chief Commercial Officer.

Other responsibilities include, but are not limited to:

- Leading and implementing the apparel requirements for all four football teams (AFL/AFLW/VFL/VFLW) on and off-field
- Developing the style guides and working with licensees to ensure great looking and innovative merchandise true to the Western Bulldogs brand
- Managing the development and product approval process, across all stages of the product development process - artwork, pre-production and production
- Create the best possible licensing partnerships with AFL suppliers to ensure all deals are efficient and maximised
- Managing inventory levels across a number of channels and making key decisions about stock control
- Prepare income and expenditure budgets, in-line with the Club priorities together with monthly and quarterly reporting and re-forecasting updates
- Develop excellent working relationships with internal departments to ensure they have sound understanding of the product licensing requirements, including product design and sourcing standards
- Key interface and liaison from the Club with managing the AFL Licensees and Club apparel partners key stakeholders

To be considered you will have at least 3 to 5 years management experience of leading a team in the retail industry. You can demonstrate your ability to use innovative marketing ideas, exceptional logistical, operational & people leading skills with a high level of initiative & inner drive. You will be a team player with a strong work ethic who is passionate about retail & sport.

While it's not a pre-requisite that the candidate would have worked within the sports industry before it is certainly thought that it will be a major advantage to have an understanding and interest in the industry. The successful candidate will ideally also have a relevant formal qualification most likely in Marketing/Sports Management or Commerce.

If you are interested in working in a challenging yet extremely satisfying position, please email a cover letter and resume outlining the nature of your interest in, and alignment with the role to our People & Culture department by email to hr@westernbulldogs.com.au by **5pm Monday, 8 October 2018**.

Successful candidates will require a current Working With Children Check. There is also a requirement to assist on match days and other events as required by the Club, which includes weekends. Please note that due to the high level of interest only those applicants shortlisted will be contacted.