



Membership and Ticketing Sales Manager

- Work within an energetic, results-driven team
- Drive us to reach 100,000 members
- Great culture and fantastic staff benefits
- Join one of Australia's biggest sporting clubs

Enjoying a history that extends beyond 125 years, Hawthorn Football Club is a proud, successful and respected member of the Australian Football League, well placed for future success. We live and breathe our values of Respect all, Open and Honest, Dynamic, Relentless and Selfless.

The club is presently seeking to appoint an enthusiastic and motivated individual to join the Membership and Ticketing team as we strive to grow the Hawthorn Football Club family to 100,000 members.

The Role

Reporting to the General Manager – Consumer Business, the Membership and Ticketing Sales Manager will manage and develop the customer journey to maximise membership acquisition and ticket sales by developing and executing innovative and dynamic campaigns, resulting in the delivery of significant sales growth across both portfolios.

Primary responsibilities will include:

- Manage, develop and execute membership strategy to achieve our business plan target of 100,000 members by 2022
- Manage, develop and execute the club's ticketing strategy to maximise revenue and attendances at all home games
- Develop innovative consumer sales through growth markets and key geographical areas
- Utilise data analytics to meet key objectives and develop a better understanding of all markets
- Work with internal and external stakeholders to understand and develop strategies around pricing, community offers and promotions
- Management of campaign budgets
- Manage ticket prices in consultation with key stakeholders
- Manage the development and execution of all promotional and operational communication strategies for the membership and ticketing departments
- Develop and manage all content on membership and ticketing websites



The successful candidate will take a collaborative approach and work closely with the Communications and Marketing Department, as well as the wider organisation.

The successful candidate will ideally possess:

- Solid experience in Sales and/or Marketing, preferably from a membership-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

We will offer to the right candidate a competitive salary package, negotiable depending on experience. In addition, the club's benefits program includes professional development opportunities, gym and pool access, discounts and an in-house health program.

The role is full time and it will require some weekend work and 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.**

Hawthorn Football Club encourages workplace diversity. Women and applicants with diverse backgrounds are encouraged to apply. We value our commitment to the Traditional Owners and as such, we welcome applications from candidates of Aboriginal and Torres Strait Island descent.

If you are interested in this opportunity, please forward your cover letter and your resume to recruitment@hawthornfc.com.au.

Applications close Monday 21 January 2019.