



MEMBERSHIP GROWTH MANAGER

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 GM – Consumer Business, the position of Membership Growth Manager will oversee the requirements of acquiring new members and ensuring existing members renew their membership year on year. You will:

- Assist in building strategies to drive membership growth
- Develop and implement acquisition, lapsed member and renewal marketing campaigns
- Develop all collateral required to renew or sell memberships
- Manage and execute consumer fundraising initiatives
- Ensure contact data gathered through all customer interactions with the Club is added to the Club database
- 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:

- 2+ years of marketing experience
- Thorough understanding of the membership sector
- Ability to use 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

The successful candidate will also be required to undertake a Victorian Working with Children's 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 9am on Monday the 15th of April 2019.