



CUSTOMER DEVELOPMENT MANAGER

ST KILDA FOOTBALL CLUB

Careers at St Kilda Football Club represent a unique opportunity in football. Our club fuses elite performance with the creative, progressive, and human centred spirit of St Kilda, our birthplace of 1873.

We value creativity, belonging and performance. We aim to connect people through inspiring football, thriving community and unique experiences that reflect what it is to represent the red, white and black. As a proud AFL foundation club, we firmly believe we are heading in the right direction and we invite you to join us.

Reporting to the General Manager Consumer Business we are seeking an experienced Customer Development Manager to play a critical role in driving a significant growth agenda across consumer business. In line with the club's strategic plan this role will play a key part in leading the club's progression towards becoming a truly customer centric organisation.

In the role you will be responsible for:

The Customer Development Manager will deliver a holistic strategy that enhances the commercial outcomes for consumer business through the acquisition of new customers and the retention of existing ones. In addition, this position will take responsibility for utilising all available data and insights to identify revenue growth opportunities within the customer base, through the delivery of segmented upgrade initiatives and the introduction of new products that challenge the norms of traditional membership and ticketing.

What We're Looking For

To be considered for the role, candidates must possess the following essential skills and experience:

- Minimum 5 years' experience in data analytics/strategy or business development role preferably in a sporting environment.
- Strategic thinking and planning, including the demonstrated ability to autonomously convert customer insights into commercial growth.
- Working knowledge of customer relationship databases (ideally Archtics).
- Demonstrated ability to research, develop and market new consumer product offerings whilst maximising ROI.
- Experience in leading people and inspiring and empowering them to do their very best work.
- Data driven and capable of managing multiple projects at once.
- Outstanding numeracy skills with the ability use financial modelling to simulate commercial scenarios and present complex data.
- Demonstrated consistency and objectivity in decision making, including the ability to consult and influence, communicate decisions and review outcomes in a timely manner.
- Well organised and outcome focussed whilst remaining generous, hospitable, inclusive, considerate and open.
- Highly motivated and ability to work independently with a strong drive for results.
- A growth mindset with a strong commitment to self-improvement and learning and development.
- Strong interpersonal and communication skills, including a commitment to open, honest, two-way and frequent communication.
- A strong personal brand, including displaying well developed personal values, integrity and a commitment to professionalism and accountability.

Desirable:

- A degree in Business, Commerce or Marketing.

To Apply

To express your interest, please submit your resume with a one-page cover letter to careers@saints.com.au by Monday 3rd December 2018.

Please note this role will require weekend work and may be subject to relevant pre-employment checks.