

POSITION DESCRIPTION



OVERVIEW

TITLE	Partnerships Manager
DEPARTMENT	Commercial
LOCATION	Sydney (Head Office) / NSW
REPORTS TO	Senior Partnerships Manager
WORK TYPE	Full-Time Permanent
HOURS/DAYS PER WEEK <i>(part-time, casual or contractor only)</i>	
START DATE	ASAP
END DATE <i>(FT/PT fixed term contract or contractor only)</i>	

ACCOUNTABILITY

Number of direct reports <i>(How many people directly report into this role?)</i>	0
Number of indirect reports <i>(How many people indirectly report into this role?)</i>	0
Budget responsibility in \$ <i>(State whether prime, shared or contributory responsibility)</i>	

ABOUT US

Football Australia is the national governing body for football in Australia and a member of Fédération Internationale de Football Association (FIFA), the international governing body for football. It governs all national teams, the A-Leagues (in Football Australia's capacity as the regulatory body), Australia Cup, National Premier Leagues and leads state, community, and grassroots football.

OUR CULTURE & VALUES

Football in Australia is a melting pot of approximately 2 million participants represented by over 200 different cultures, we proud to be the most diverse and globally connected sport within the Australian sporting landscape.

Football Australia's purpose is to *'bring communities together through football - connecting Australia to the world'* while having a vision to *'be a leading football nation where everyone is inspired to live and love the game'*.

To achieve this, we live by our company values which include:

- 1. Impact On & Off the Field:** Challenge the way we think and do to seek ways to grow the impact football has, influence industry thought leaders.
- 2. Inclusive & Diverse Football for all:** Football is embedded in the nation's social fabric, follows the story of Australia, be accessible for all

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3. **A United Team:** Bringing people together to unleash the power of football and to deliver the vision, we bring the team spirit to the game
4. **Trust:** Building trust across the whole football community, be trusted custodians of the game, act with integrity and objectivity

BACKGROUND & PURPOSE OF THE ROLE

The Partnerships Manager is responsible for building and fostering exemplary relationships across a portfolio of existing commercial partners, having a sound understanding of strategic business objectives and the utilisation of contracted benefits to deliver on the goals associated with their Football Australia partnership and mutually agreed success metrics.

This role takes responsibility for all Football Australia partnership properties, with a focus on the national teams – Senior, Youth & Para's.

Football Australia's partnership portfolio includes blue chip companies including Commonwealth Bank, Cadbury, 10 Paramount, LEGO, Subway, Qantas, Nike, Cupra, Allianz, Coles, LCI Education, MILO, MJ Bale and Beare Park. The successful candidate will be intimately involved in delivering some of the largest sponsorship campaigns Australia has seen.

The position is responsible for delivering a best-in-class commercial partner management program, ensuring delivery of integrated and cohesive sponsorship agreements across the Football Australia ecosystem, while in tandem enhancing football fans' experiences in Australia.

ROLE RESPONSIBILITIES

- Ensure Football Australia is fulfilling its contractual obligations to key partners throughout the term of their agreement, delivering value over and above expectations to maintain high levels of sponsor satisfaction.
- Establish an understanding of commercial partner's marketing and strategic plans to help develop, deliver and review creative campaigns for partners.
- Continually monitor and review partner contractual benefits and pro-actively create and present ideas to partners to most effectively utilise and deliver against set objectives.
- Support the Commercial department's planning and compliance with policies, whilst implementing functional best practice and continuous improvements.
- Work within governance, compliance, regulatory and policy frameworks when it comes to partner rights and benefits. This will include signage, inventory/rights and the use of teams and players – imagery and access.
- Together with the Senior Partnerships Managers, establish and maintain relationships with relevant players and their agents to ensure appropriate delivery of appearances and/or management of commercial/IP issues
- Support fan ratings, attendance and passion through the development of marketing initiatives with sponsors that promote football and drive consumption.
- The ability to build strong relationships with staff members of all Football Australia business units, along with key personnel of each commercial partners teams, is a critical component of this role.
- Attendance and input in strategy sessions and client workshops

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ROLE OUTCOMES/ DELIVERABLES

- Improve the performance of portfolio of Football Australia commercial partnerships, sharing insights and experience to assist in development and delivery of sponsors marketing plans.
- Effective overall stakeholder management measured as improvements in partner satisfaction surveys.
- Sponsors satisfaction ratings meet targets each year.
- Support the ideation and presentation required for renewals and sales projects.
- Campaign plan delivered for each partner that is reviewed annually and meets or exceeds targets.
- Support Senior Partnerships Manager’s in the successful delivery of post campaign reporting after each match window, along with half yearly & yearly presentations for each Corporate Partner within specific portfolio
- Ensure effective compilation and presentation of market research and analysis data.
- Consistent research of industry trends to provide partner insights.

MAJOR INTERACTIONS

- Chief Revenue Officer
- General Manager – Commercial
- Senior Partnerships Managers
- Football Australia partners
- Football Australia Internal stakeholders – including but not limited to marketing, media, community, legal, high-performance units.
- Sponsor agency partners
- Research and insights partners
- National Team players from time to time
- Professional Footballers Australia

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential	<ul style="list-style-type: none"> • Min 2-years of partnership management experience • Understanding of commercial sponsorships • Passion for purpose-based partnerships • Understanding of strategic marketing plans & processes • Experience in servicing blue-chip brands, understanding how they operate and their partnering expectations. • Superior communication skills – written, verbal and presentation skills. • Outstanding customer service and relationship management skills • Ability to build strong working relationships within the corporate environment. • Self-motivated • Competence in Microsoft suite of computer programs. • Effective time management – to be able to respond quickly and effectively to partnership needs
Desirable	

QUALIFICATIONS

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Essential	
Desirable	<ul style="list-style-type: none"> • Relevant tertiary qualifications in business, marketing or related discipline
UNIQUE CRITERIA	
<p>The following selected items identify the requirements of the role</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Out of hours and weekend work <input checked="" type="checkbox"/> Intra and/ or Interstate travel <input type="checkbox"/> International Travel <input type="checkbox"/> Significant periods of work away from home <input type="checkbox"/> Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation 	
ADDITIONAL REQUIREMENTS	
<p>To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role</p> <ul style="list-style-type: none"> <input type="checkbox"/> National Police Check <input checked="" type="checkbox"/> International Criminal History Record for each country (other than Australia) in which you have resided for 12 months or more in the last 10 years (if applicable) <input checked="" type="checkbox"/> Full working rights in Australia <input checked="" type="checkbox"/> Working with children check (paid/ employee) or state- based equivalent <input type="checkbox"/> Working with children check (volunteer) or state- based equivalent (volunteer roles only) 	