

SFNL seeks Marketing & Partnership Manager

An exciting opportunity exists to join an Australian Rules community football and netball organisation committed to developing and extending its status as a quality organisation.

The Southern Football Netball League (SFNL) has developed a position of considerable standing in the delivery of community sport. Each season the League conducts in excess of 1000 matches, involving 34 clubs, 90 plus football teams, 50 plus netball teams and over 4000 registered players.

We are seeking a motivated individual with proven success in delivering against a business plan. This will involve the acquisition of new corporate partners and the generation of other commercial revenues. Existing corporate relationships are to be strengthened and the role also incorporates marketing of the league's many initiatives.

- **Part time, 22-25 hours, flexible working days**
- **Work in the Sport Industry**
- **Located in Melbourne's South**

The successful applicant will be accountable for the following key areas:

1. Taking the lead in developing a new business plan to target potential new corporate partners and other potential sources of commercial revenue, for example licensing opportunities and events.
2. Servicing existing corporate partners, to ensure that they derive maximum value from their sponsorship and ensuring the SFNL maximises the revenue opportunities from existing partners.
3. Marketing of the league's events, brand and finals are all considered to be of particular importance, working collaboratively with all key stakeholders.

The successful applicant will:

- Have marketing/revenue/sponsorship experience supported by a track record of generating new business;
- Have relevant tertiary qualifications (eg Business, Marketing, etc)
- Be committed and energetic with the capacity to;
 - work autonomously and as part of a small, cohesive team
 - communicate effectively with all stakeholders and key decision makers
 - use social media and other cost effective marketing tools to the League's strategic and commercial advantage

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- effectively use the Microsoft suite of programs – Word, Excel & PowerPoint.

The base salary will be commensurate with the successful applicant's qualifications and experience. An attractive financial incentive accelerator model will also be applied to new income streams secured by the Marketing & Partnership Manager and incorporated in the total salary package.

This is an existing role suited to those who are looking for that rare opportunity to combine a passion for Australian Rules football and netball with their marketing, revenue and sponsorship development skills.

To apply, please submit a cover letter highlighting the following, under bold subheadings:

- Previous experience that will assist in the position
- Expected range of remuneration not including superannuation
- If successful when you could commence the role

Please submit cover letter together with your resume via the seek ad. – <http://www.seek.com.au/Job/29877545? ga=1.33261693.256709949.1433208200>

Applications close 27 November 2015.