



14 August 2018

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Expressions of Interest - Board Member - Digital Marketing

The Southern Football Netball League <http://sfnl.com.au/> is seeking expressions of interest from individuals that are interested to make a contribution to the League by joining the Board (subject to election at the 2019 AGM and for a minimum term of 3 years) with a specific experience in **Digital Marketing**.

The Southern Football Netball League (SFNL) is a thriving sporting league which currently boasts 37 clubs including our Umpires group involved in football and netball across multiple divisions with a footprint from Cerberus in the South to East Malvern in the north, Hallam in the east to Hampton in the west.

Many teams also field a Colts team (Under 19) and a thirds team for those senior players who desire to play a game without too much training.

Key initiatives over the last 12 months has been the huge growth in Women's Football and Netball competitions as well as the addition of two new clubs, Hampton Park and Frankston Dolphins for season 2018. This continuing growth is on top of recent arrivals of new football clubs in Lyndhurst, Endeavour Hills, Hallam and Carrum Patterson Lakes.

To reflect our expanded footprint, the League changed its name from Southern Football League to Southern Football Netball League in 2015. This change was made following the success of the expanding netball competition and a growing trend amongst member clubs to officially change their club names to incorporate netball, due to these clubs fielding both football and netball teams.

Key role is to guide the SFNL Board and League CEO in strategies and execution covering:

- Developing, implementing and managing an integrated marketing and communications strategy across all assets and media.
- Positioning SFNL for increased Sponsorship opportunities with measurable and reportable outcomes on ROI
- Marketing campaigns for the SFNL and its products and/or services.

sfnl.com.au

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He or she will play a major role in enhancing Brand awareness, Fan Engagement and Sponsorship within the digital framework.

Core responsibilities

To work with the Board and League CEO on strategies and execution to improved Fan Engagement and Sponsorship covering

- Managing Digital and Physical Assets
- Sponsorship ROI
- Website – design and UX
- SFNL Live
- Weekly publications – Footy record <http://sfnl.com.au/media/sfnl-record/>
- Radio Show
- TV show

Time commitment

Board meetings monthly, MarCom portfolio meetings monthly, Club consultations, Club visits on weekends, Finals attendance and Major events.

Requirements of the role

- Bachelor degree in Marketing.
- Strong understanding of current online marketing concepts, strategy and best practice.
- A good understanding of the challenges facing clubs, as a Club administrator and/or Coach.
- Previous board experience is ideal
- A demonstrated history with a commitment to club /community volunteering

Please email your interest to Mike Palmer, Chief Executive Officer on email ceo@sfl.com.au