

22/03/2021

## **POSITION DESCRIPTION**

**Role: Head of Commercial**

**Department: Commercial**

**Location: Canberra, ACT**

## **ATTITUDE AND BEHAVIOURS:**

As your role within Capital Football includes operating as part of a team, you are expected to work as a team member, show appropriate behaviours and respect to all our employees and stakeholders, and work with a spirit of co-operation.

You will embody our values of being Accountable, Ethical, Inclusive, Respectful, Responsive and Unified.

## **PRIMARY OBJECTIVE:**

The Head of Commercial is a contract position (initially 3 years) to oversee and manage the functional areas of the Capital Football Commercial Department.

The Head of Commercial is responsible for all corporate operations of Capital Football including managing assets and growing the portfolio of corporate partners.

The Head of Commercial oversees development of comprehensive digital engagement, media, and marketing plans, ensuring Capital Football communicates with the local community in a relevant and effective manner.

The Head of Commercial drives innovation at Capital Football, identifying online business platforms to increase efficiency and make the organisation an exemplar of modern best practice.

## **SPECIFIC ACCOUNTABILITIES:**

### **General**

- ▶ Contribute to Commercial Department budgets.
- ▶ Lead the Commercial Department staff.
- ▶ Perform all duties as directed by the CEO.

### **Commercial**

- ▶ Provide leadership and support to the staff within the Commercial Department.
- ▶ Develop and deliver plans to grow the commercial program, targeting non-traditional sources of revenue, and partnerships that deliver tangible outcomes to both Capital Football and our clubs.

- ▶ Develop strategic government, sport, and corporate partnerships to promote and develop football and futsal.
- ▶ Manage application and acquittal for all Capital Football grant applications.
- ▶ Manage the Capital Football asset and risk register.
- ▶ Oversee financial management, including finance meetings with staff, preparing FARM and Board reports, monitoring invoicing and preparation of the annual financial statements for audit.
- ▶ Manage the regular upgrading of ITC requirements of the organisation.
- ▶ Drive the use of data analysis across Capital Football to better inform decision making.
- ▶ Pioneer the latest software and online platforms to achieve efficiency and ensure our business remains relevant.

## **Events**

- ▶ Oversee management of Capital Football events including the Kanga Cup, Annual Awards Night and Season Launches.
- ▶ Explore other event opportunities to generate revenue, promote football and futsal, and enable participation for players in the region.
- ▶ Oversee development of a volunteer plan supporting Capital Football events that acts as a template to assist our clubs.

## **Digital Engagement and Promotion**

- ▶ Oversee the development and delivery of a digital engagement plan to promote football and futsal in the region that utilises a wide range of media.
- ▶ Oversee delivery of registration campaigns to assist clubs grow the sport in our region.
- ▶ Oversee development and delivery of a communications plan to ensure our engagement with the football community is efficient, timely and relevant.

## **KNOWLEDGE, SKILLS AND BEHAVIOUR REQUIRED**

- ▶ Tertiary qualifications in sport management, business management or similar.
- ▶ Demonstrable experience in sports business, media relations and sponsorship.
- ▶ Ability to work successfully with existing staff in a harmonious atmosphere.
- ▶ High level communication skills (verbal and written).
- ▶ Eligible to work in Australia.
- ▶ Working with Vulnerable People compliant.

## **MAJOR INTERACTIONS**

- ▶ Capital Football Board, CEO, and staff.
- ▶ Capital Football clubs.
- ▶ ACT Government.
- ▶ Capital Football / Football Australia corporate partners, broadcasters, media, community, and fans.

## **APPLICATIONS**

Please address all applications to the Chief Executive Officer - Capital Football.

Applications must be lodged by email to [recruitment@capitalfootball.com.au](mailto:recruitment@capitalfootball.com.au) no later than **16 April 2021**.