

Position Description: Marketing & Partnerships Manager

Instructions for Managers		Instructions for Employees
1. Give a copy of Position Description to new employee. 2. Give copy of signed Position Description to employee. 3. Send signed original to Head Office to place on employee file.		1. Read the Position Description carefully. 2. Ask if you need any information clarified. 3. Keep a copy for you to use at work. 4. This may change with the needs of the Business. 5. Keep Manager informed of changes in the position

WORK LOCATION	POSITION DETAILS	UPDATED
Football House, Deakin ACT	Full Time (38 hours/ week) Permanent	June 2026

POSITION OBJECTIVE
The Marketing & Partnerships Manager is responsible for leading Capital Football's marketing, communications, brand, strategic partnerships and event promotion activities. The role drives the organisation's visibility, reputation, stakeholder engagement and commercial partnership outcomes through strategic marketing initiatives, media relations, content creation, sponsorship acquisition and management, and organisation-wide communications. Working in a hands-on capacity, the position leads the development and delivery of marketing, communications and partnership initiatives while managing internal and external resources to achieve organisational objectives. The role also provides strategic leadership and guidance for Capital Football events, ensuring a consistent and high-quality approach across the organisation while supporting staff involved in event delivery.

PRIME RESPONSIBILITIES
• Lead the development and implementation of Capital Football's marketing, communications, brand, partnership and event promotion strategies to enhance visibility, reputation, engagement and commercial outcomes across all platforms. • Plan, create and deliver engaging content and campaigns across digital, print and broadcast channels to promote competitions, events, participation programs and strategic partners. • Act as the primary media liaison, building positive relationships with journalists and media outlets while coordinating match streaming and commentary teams to improve the game's visibility. • Lead the acquisition, management and activation of commercial partnerships and sponsorships, ensuring strong stakeholder relationships and delivery of partner benefits aligned with Capital Football's strategic objectives. • Build and maintain strong communication networks with clubs, players, officials, partners and community groups to support inclusion, participation growth and alignment with Capital Football's strategic objectives. • Provide organisation-wide leadership and guidance in event planning, promotion and delivery, supporting staff and volunteers to ensure consistent standards, positive participant experiences and alignment with Capital Football's brand.

REPORTS TO	DIRECT REPORTS
Chief Executive Officer	Coordinator External Agency (Service Provider)

 <pre> graph LR CEO[Chief Executive Officer] --- MPM[Marketing & Partnerships Manager] MPM --- C[Coordinator] MPM --- EAP[External Agency (Service Provider)] </pre>	
ABOUT US	
Capital Football is the governing body for football and futsal in the ACT and surrounding regions and is a proud member of Football Australia. Operating within a dynamic and collaborative team environment, Capital Football promotes flexibility, multi-skilling, and mutual support to achieve its operational and strategic goals. Staff are encouraged to take ownership of their work, pursue personal and professional development, and actively contribute to a culture of continuous improvement. Managers work collectively to align efforts, share responsibility, and drive the successful delivery of Capital Football's Strategic Plan.	
ORGANISATIONAL VALUES	
Accountable Being transparent and taking ownership for behaviour, decisions, and actions. Integrity Doing what's right, acting in the best interest of football and displaying good sportsmanship. Inclusive Providing the environment and opportunity across all forms of football for everybody of any ability.	Respect Building trust by listening, accepting others for who they are and when they have a different view, and behaving courteously. Responsive Acknowledging, acting and responding in a timely and respectful manner. Unified Alignment of purpose, philosophy, and pathways.
SKILLS AND PERSONAL ATTRIBUTES	
- Strong interpersonal and communication skills, with the ability to build effective relationships and work collaboratively with diverse stakeholders. - Self-motivated and adaptable, demonstrating initiative, accountability and a willingness to contribute across a broad range of activities. - Solutions-focused and proactive, with the ability to identify opportunities, resolve challenges and drive continuous improvement. - Highly organised and resilient, capable of managing competing priorities and maintaining high standards in a dynamic environment. - Professional, dependable and committed to contributing positively to organisational culture and team success.	
SELECTION CRITERIA	
Essential	
- Have the right to work in Australia. <i>(Evidence required)</i> - Hold, or ability to gain, an ACT Working with Vulnerable People Card. <i>(Evidence required)</i> - Tertiary qualifications in marketing, communications, media, public relations or a related field, or equivalent demonstrated experience. - Demonstrated experience leading marketing, communications and brand initiatives, with the ability to develop and implement strategies that increase engagement, participation and organisational visibility.	

• Demonstrated experience developing and managing commercial partnerships, sponsorships and stakeholder relationships that deliver mutually beneficial outcomes. • Excellent written and verbal communication skills, including media relations, content creation and stakeholder engagement across a range of audiences and platforms. • Demonstrated experience planning and delivering integrated marketing campaigns and managing digital communication platforms, including websites, social media and email marketing. • Strong organisational, project management and analytical skills, with the ability to manage competing priorities, evaluate performance and deliver outcomes within resource constraints. • Demonstrated ability to build and maintain effective relationships with clubs, volunteers, partners, media and community stakeholders. • Demonstrated ability to work collaboratively, show initiative, adapt to changing priorities and contribute positively to a high-performing team environment. • Willingness to work outside standard hours (e.g., weekends, match days, community events) and to represent Capital Football in public forums or media when required.
Desirable
• Understanding of football and the Australian sporting landscape, including participation pathways and key stakeholders. • Experience working in a sporting organisation, member-based organisation, community sport or not-for-profit environment. • Experience in event planning, promotion or delivery, including providing guidance and support to event staff. • Experience coordinating media coverage, live streaming or broadcast content. • Established networks within media, sport, government or community sectors. • Skills in graphic design, photography, videography, market research or advanced data analysis.

INDICATIVE DUTIES
Deliver operational priorities across the following areas: Strategy, Leadership & Operations • Develop and implement Capital Football's marketing, communications, brand and partnership strategies aligned with the Strategic Plan. • Provide strategic advice and support to the CEO, Senior Leadership Team and departments on marketing, communications, partnerships and event promotion. • Lead brand management and maintain Capital Football's brand standards, ensuring consistent, professional and inclusive representation across all programs, competitions, partnerships and activities. • Lead the planning, promotion and communications approach for Capital Football events, providing organisation-wide guidance and supporting the delivery of major events and activations. • Manage and coordinate internal staff, external agencies, contractors and volunteers to deliver marketing, communications, partnership and event outcomes. • Contribute to organisational planning, reporting, budgeting and continuous improvement activities.

Marketing, Campaigns & Community Engagement

- Develop, implement and evaluate marketing and promotional campaigns that increase participation, engagement and awareness across all areas of football.
- Develop engaging content and storytelling initiatives that promote the game, celebrate community achievements and strengthen the Capital Football brand.
- Work collaboratively with internal and external stakeholders to maximise the reach and impact of campaigns and initiatives.

Strategic Partnerships & Sponsorship

- Identify, secure and manage commercial partnerships and sponsorships that support Capital Football's strategic objectives.
- Develop partnership proposals, coordinate sponsorship activations and ensure delivery of partner benefits and contractual obligations.
- Build and maintain strong relationships with sponsors, commercial partners and key stakeholders, monitoring and reporting on partnership outcomes.
- Support the integration of sponsorship, marketing and promotional opportunities across Capital Football events and programs.
- Contribute to the achievement of partnership and sponsorship revenue targets through the acquisition, retention and growth of commercial partners.

Media, Content & Digital

- Lead media relations and act as the primary point of contact for media engagement and promotional opportunities.
- Manage Capital Football's digital communication channels, including the website, social media and email platforms, while creating and coordinating content across those channels.
- Coordinate match coverage, live streaming and digital content initiatives to enhance visibility and engagement.
- Monitor performance and analytics to inform communication and marketing strategies.
- Oversee the performance of external marketing and social media agencies, providing strategic direction, managing deliverables and ensuring alignment with Capital Football's communications, engagement and commercial objectives.
- Produce and deliver marketing, communications and promotional content, including written, digital and multimedia materials, to support organisational objectives.

Stakeholder Engagement & Collaboration

- Build and maintain effective relationships with clubs, participants, volunteers, partners and community stakeholders.
- Represent Capital Football at events, presentations, meetings and media opportunities as required.
- Work collaboratively across departments to support organisational objectives and ensure effective promotion of programs, competitions and initiatives.
- Contribute to a culture of teamwork, innovation, accountability and continuous improvement.

APPROVAL	
This position description has been reviewed and is considered to accurately reflect the requirements of the role and Capital Football.	
Chief Executive Officer	 Date June 2026
I hereby understand the requirements of the position and will fulfil the responsibilities of this role and Capital Football.	
Employee Name	
Employee Signature	Date