



## Central Victorian Football Commission POSITION DESCRIPTION

<b>Position:</b> Commercial, Media and Operations Manager <b>Department:</b> AFL Central Victoria Commission	<b>Date:</b> January 2021
<b>Overview of Role</b>	<p>AFL Central Victoria's vision is to be the most accessible sport in Central Victoria.</p> <p>AFL Central Victoria's Strategic Pillars are:</p> <ul style="list-style-type: none"><li>• Participation Programs – Programs tailored to introduce, recruit, transition and retain participants in our game.</li><li>• Community Football/Netball – The community is a better place because of the local football and netball club.</li><li>• Pathways – A clear pathway for players, coaches, umpires and support staff that enables them to reach their potential.</li><li>• Facilities – Through strong partnerships, plan facilities that build the capacity of the Region, fostering a sustainable, innovative and viable football and netball community.</li><li>• Organisation and People – Our people will be equipped to lead and manage the growth of development of our games. Positions will be fulfilling, enjoyable and sought after.</li></ul> <p>The <b>Commercial, Media and Operations Manager</b> is responsible for identifying and developing commercial opportunities, managing social media and working as part of an administrative team to ensure the affiliated leagues receive high levels of service that reflect the service agreements.</p>
<b>Key Relationships</b>	<p><b>Reports to the:</b></p> <ul style="list-style-type: none"><li>• <b>AFL Central Victoria Regional General Manager</b></li></ul> <p><b>Other Key Relationships include:</b></p> <ul style="list-style-type: none"><li>• Boards of Management and clubs – BFNL, BJFL, CVFLW, HDFNL, LVFNL, NCFL (CMFNL and GRFNL may also be joining our organisation in 2021)</li><li>• AFL Central Victoria and League Partners</li><li>• Umpires Associations</li><li>• AFL CV Commission</li><li>• Football Development Managers</li><li>• Hub Staff</li></ul>



<b>Job/Task Profile</b>	<p><i>Responsibilities shall include, but not limited to the following:</i></p> <p>The person responsible for <b>Commercial, Media and Operations</b> will play a key role in managing our partnerships, promoting our organisations using social media and overseeing the tribunal process to ensure we provide high level administration of the affiliate leagues in the region.</p> <p><b>KEY ROLES AND RESPONSIBILITIES</b></p> <p><b>Commercial</b></p> <ul style="list-style-type: none"><li>• Identify marketing and sponsorship opportunities for AFLCV and affiliated leagues.</li><li>• Maintain current level of sponsorship contributions.</li><li>• Seek opportunities to expand sponsorship contributions.</li><li>• Develop and maintain relationships with all partners and provide reports on a regular basis.</li><li>• Identify and apply for government funding/grants.</li></ul> <p><b>Media</b></p> <ul style="list-style-type: none"><li>• Promote AFL CV and affiliated leagues.</li><li>• Maintain AFL CV website and others as required.</li><li>• Manage social media including Facebook, Instagram, and Twitter</li></ul> <p><b>Tribunal</b></p> <ul style="list-style-type: none"><li>• Liaise with all parties concerned whenever an umpire submits a report during a match.</li><li>• Arrange and communicate information whenever an investigation is requested.</li><li>• Arrange and communicate information whenever a Match Review Panel is required to assess video footage.</li><li>• Organise tribunal hearings when required.</li><li>• Monitor suspensions of players and carry out any requirements of the AFL De-registration Policy.</li></ul> <p><b>Operations</b></p> <ul style="list-style-type: none"><li>• Assist RGM with Club Sustainability Program</li><li>• Develop and monitor area agreements between leagues, including area agreements with leagues external to our region.</li><li>• Assist with finals series.</li></ul> <p><b>Other:</b></p> <ul style="list-style-type: none"><li>• Undertake other duties as required, be prepared to work within the team environment to ensure the overall success of AFL Central Victoria.</li></ul>
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<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Key Selection Criteria</b></p>	<p><b>Mandatory</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualifications or experience in related field</li> <li>• Experience in commercial partnership, sponsorship, marketing or sales management</li> <li>• Marketing and promotional skills</li> <li>• Proven ability to show initiative, plan and set priorities</li> <li>• High level of attention to detail</li> <li>• Strong verbal and written communication skills</li> <li>• Knowledge of the football industry</li> <li>• Demonstrated ability to work autonomously and effectively in a team environment</li> <li>• Developed IT skills</li> <li>• Ability to work flexible hours including nights/weekends</li> <li>• Self motivated and the willingness to become immersed in work</li> </ul>
	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience in building relationships and working with volunteers</li> <li>• Experience in stakeholder relationship building involving local sporting clubs, community Leagues, business, government or community groups.</li> <li>• Understanding of the unique challenges confronting a high-profile sporting organization</li> </ul>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>AFLCV Values</b></p>	<p><b>Proud to service the football and netball communities in Central Victoria</b></p> <div style="text-align: center;"> </div>
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*Note: This PD is subject to change as required and determined by the RGM.*