

General Manager Commercial & Growth



Position Description

Position:	General Manager Commercial & Growth
Location:	Athletics House Level 2, 31 Aughtie Drive Albert Park VIC 3206
Basis:	Full Time
Department:	Commercial and Growth
Reporting relationships:	The GM Commercial and Growth reports to the CEO
Internal relationship:	All AA staff
External relationships:	Athletics community, contractors and suppliers
Approved by:	Chief Executive Officer
Date approved:	12 April 2018

Position Summary

The General Manager, Commercial and Growth (GM, CG), is an executive role responsible for the development and delivery of commercial programs and for ensuring that the systems, processes and people are in place to deliver identified business priorities. The GM, CG will report directly to the CEO.

The GM, CG will be a dynamic and strong leader, with good people skills and an engaging and persuasive manner. Commercial acumen will be matched by skills in identifying and then capitalising on opportunities.

The GM, CG will have an active role supporting the development of the Vision and Strategic Plan for Athletics in Australia.

Athletics Australia

Athletics Australia (AA) is the governing body for Athletics in this country. It is a National Sporting Organisation whose major partner is the Australian Sports Commission. It is responsible for all athletics activity, including high performance, participation, coaching, juniors, para-athletics, domestic and international Competition.

Athletics Australia has a critical role in leading, fostering and encouraging participation in athletics in Australia and promoting excellence in performance.

All employees are expected to behave in a way that is consistent with our organisational values. Our values are:

- Leadership
- Respect
- Integrity
- Inclusion
- Fairness
- Excellence
- Accountability and transparency
- Commitment

KEY DELIVERABLES

- Reduce reliance on government funding and strengthen the financial position of AA through the identification and exploitation of a range of commercial opportunities.
- Put in place processes and systems that will allow AA to build it's capability and deliver it's change agenda for Athletics in Australia

KEY RESPONSIBILITIES

Commercial

- Strengthen the financial position of AA through the identification and exploitation of a range of commercial opportunities.
- Develop and implement a 'whole of sport' commercial strategy, covering areas including but not limited to partnerships, sponsorship and philanthropy, to be led by AA with the support of member associations and key stakeholders.

- Lead the development and secure support for a suite of commercially driven properties that are of high value to sponsors and other partners, servicing the identified needs of the sport and providing diverse income streams.
- Assist in developing financial strategies that create growth on the sport through targeted investment, particularly in the areas of commercialisation, participation and high performance.
- Lead the review of the brand strategy and architecture, linked to the development of the strategic vision, to ensure the relevance and value of the Athletics brand
- Pursue philanthropic and other related opportunities for appropriate programs, working through both the Australian Sports Foundation and the Athletics Australia Foundation.

Marketing, Media and Communications

- Oversee, in conjunction with relevant managers staff, the development and delivery of an integrated internal and external Marketing Communication Plan covering all business activities.
- Oversee all marketing, PR and communication activities to ensure that the organisation and its mission, programs and services are consistently presented in a strong, positive way to relevant stakeholders.
- Creating and owning the digital marketing strategy, ensuring Athletics is at the forefront of new and innovative trends in the digital space

Operational

- Contribute to the development of the AA Strategic Plan for Athletics, having regard to the commercial opportunities from which the sport can benefit.
- Contribute to both the development of the framework and content of the Annual Business Operations Plan and Budget.

WORKPLACE HEALTH & SAFETY

These responsibilities should be read in conjunction with the Organisation's Workplace Health & Safety policy and procedures:

- All employees should understand Workplace, Health and Safety (WH&S) principles and comply with the organisation's WH&S system;

- All employees should adopt safe work practices that comply with WH&S requirements and must not willfully place at risk the health & safety of any person in the workplace;
- All employees should participate in relevant WH&S meetings, training and other activities; and
- All employees must wear personal protective equipment as required.

SELECTION CRITERIA

Essential Requirements

- Preferred tertiary qualifications in marketing or business
- Leadership - Demonstrated executive leadership experience within Commercial and Marketing environment and an ability to build and inspire a collaborative and high performing team
- Commercial Focus - Corporate sales and marketing experience with a proven track record of delivering exceptional commercial results
- Relationship building skills – enjoy engaging with a wide variety of stakeholders
- Results-driven with strong stakeholder management skills
- Superior communication and presentation skills
- An understanding and passion for the sporting and entertainment industry

Desirable Skills

- Experience in or an understanding of the Australian federated sporting sector

Employee's Initials

Employer's Initials