

Senior Manager Commercial, Marketing and Events – GYMNASTICS AUSTRALIA

Location: Melbourne

Gymnastics Australia (GA) is the national governing body for gymnastics within Australia. Established in 1949, Gymnastics Australia's mission is to promote, develop and grow gymnastics for the enjoyment of all. Encompassing seven gym sports being the Olympic disciplines of Women's and Men's Artistic, Rhythmic and Trampoline Gymnastics, as well as Aerobic Gymnastics, Acrobatic Gymnastics and Gymnastics for All, gymnastics provides opportunities for all Australians.

You can find more information about Gymnastics Australia here: <https://www.gymnastics.org.au/>

What is Gymnastics Australia looking for in their SM Commercial, Marketing & Events?

A dynamic and skilled professional, you will have both the vision and experience to lead Gymnastics Australia to achieve commercial success in 2018 and beyond. You will thrive on developing and driving the strategic outcomes across sponsorship, marketing and events. Your leadership, commercial oversight and daily management will result in a high performing, smooth functioning team that delivers real outcomes to the sport.

What does the SM Commercial, Marketing & Events do?

In this role you will work closely with the CEO and manage a small team to effectively deliver the overall commercial strategy and its operational execution on a national and international level. Your key accountabilities will be:

SPONSORSHIP AND COMMERCIAL FUNDING

- Develop and implement a whole-of-sport commercial strategy to effectively market the opportunities of various gymnastics products (e.g. participation, events, etc.) to maximise new revenue streams
- Actively seek new and sustainable sponsorship and commercial opportunities to improve GA's long term financial position
- Develop and continually refresh a pipeline of partnership opportunities
- Develop and implement a plan that maximises funds from all government sources to support national and international gymnastics events

NATIONAL AND INTERNATIONAL EVENTS

- Develop and implement the GA national event strategy
- Oversee planning and delivery of the GA event program, including National and National Club Championships and international events (including World Cup events of 2019 and 2020)
- Negotiate event agreements with venues, local councils, event bodies, state and federal governments

BROADCAST AND DIGITAL STRATEGY

- Formulate and implement a broadcast and digital strategy that supports the national event strategy to maximise commercial opportunities
- Manage and leverage existing broadcast partnerships

COMMUNICATIONS AND BRANDING

- Oversee the active marketing and promotion of the GA brand, organisation and initiatives
- Grow the recognition of the national brand for gymnastics in Australia
- Develop and implement a unified internal and external communications plan
- Oversee the management of GA websites and social media platforms

STAKEHOLDER MANAGEMENT

- Establish and maintain excellent working relationships with international and domestic stakeholders and funders; including venues, local, state and national governments, as well as Federation International Gymnastics (FIG)
- Build relationships and maintain effective communication with key groups and members in the specific gymsport communities and State & Territory Associations

Who are you?

A strategic thinker with commercial and marketing knowledge underpinned by extensive experience in operational delivery.

The ideal candidate will have

Skills and experience

- Minimum 5 years in marketing and / or event management
- Demonstrated track record in securing commercial partners
- Experience in managing commercial, sponsor, broadcast and other stakeholder relationships
- Demonstrated experience in managing diverse stakeholder groups
- Experience working in sport or a membership based organisation
- Tertiary qualifications in a relevant discipline
- Excellent written and verbal communications skills
- Project management experience

Personal attributes

- Strong people and relationship building skills, both internally and externally
- Energy: a passion for sport
- Excellence: a personal commitment to excellence
- Adaptability: embraces change and seeks to shape the future
- Composure: ability to thrive under pressure
- Vision and perspective
- Endurance, tenacity and ability to identify and solve problems

Apply Now!

To have a confidential discussion contact Paul Bruce from Left Field Sports Solutions on 0407 426 592.

If you would like to view a more detailed Position Description, please send your request to paul@leftfieldsportssolutions.com.au

In your application, you should include the following;

- a covering letter with your resume
- an indication of the remuneration you are expecting.

Please submit your application to applications@leftfieldsportssolutions.com.au

Applications close at 5:00pm AEDT on 19 March