



Northern Football Netball League

(NFNL) POSITION DESCRIPTION

Commercial & Events Manager

Department: Executive Staff

May 2025

Position overview	<p>The Purpose of the Northern Football Netball League (NFNL) is to provide a safe and inclusive environment for all people of our community to participate in professionally administered and high-level sporting activities. Our values are: Belonging, Respectful, Accountability and Integrity.</p> <p>Each season the league conducts more than 4,000 matches, involving 370 football teams, 115 netball teams and over 10,500 registered players.</p> <p>The Commercial & Events Manager reports directly to the CEO and is responsible for:</p> <ul style="list-style-type: none">• Driving commercial revenue and expanding sponsorship opportunities, strengthening stakeholder engagement and relationship management.• Ensuring effective brand positioning of the NFNL.• Developing and implementing strategic marketing, communication, and sponsorship plans to enhance:<ul style="list-style-type: none">○ Partnership acquisition and retention.○ Event participation and engagement.○ Overall brand visibility and growth.• Leading the execution of partnership activations, ensuring all engagement platforms align with the image, values, and strategic vision of the NFNL.• Coordinating NFNL functions and events
Key Relationships	<p>Reports to:</p> <ul style="list-style-type: none">• NFNL CEO <p>Direct Report:</p> <ul style="list-style-type: none">• Nil

**Internal Relationships:**

- NFNL General Manager Football Operations
- NFNL Junior Football Manager
- NFNL Umpires Manager
- NFNL Club Development Lead
- NFNL Football Administration Officer
- NFNL General Manager Netball Operations
- NFNL Netball Operations Coordinator
- NFNL Media Manager
- NFNL Office and Administration Manager
- NFNL Finance Manager
- NFNL Finance Officer

External Relationships:

- NFNL Clubs
- NFNL Partners and Sponsors
- AFL Victoria
- Netball Victoria
- Any and all other parties deemed necessary for the effective discharge of duties.



Job Task / Role	<p>Commercial Partnerships</p> <ul style="list-style-type: none"> • Drive outstanding relationship development to add demonstrable value to our partners and stakeholders. • Grow the NFNL's commercial and partnerships portfolio by generating new business across traditional assets and innovative revenue streams. • Cultivate and manage long-term relationships with key partners, stakeholders and industry leaders. • Develop and execute comprehensive commercial plans aimed at achieving annual targets and driving growth. • Assist and provide guidance to affiliate clubs pertaining to commercial and welfare partners of the league. • Deliver budget outcomes. (same grammatical start) <p>Events</p> <ul style="list-style-type: none"> • In conjunction with the CEO and Media Manager leadership, management and execution of the NFNL partnership obligations and activities at NFNL events. • In conjunction with the CEO oversee and manage the coordination of the NFNL events including assistance with the NFNL Finals Series. • Development of creative ways to continue to promote partners and partners engagement at NFNL Events Program. • Providing superior customer service to engage multiple stakeholders. • Collaboration with our football and netball operations team in the delivery of events and promotion of partners. <p>Miscellaneous</p> <ul style="list-style-type: none"> • Other duties as required by the CEO.
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Key Selection Criteria	<p>Professional Attributes</p> <ul style="list-style-type: none"> • Excellent verbal and written communication and public relation skills. • Demonstrated strategy, analysis and leadership skills. • Highly developed verbal and written communication, presentation and negotiation skills and developed IT skills. • Proven ability to show initiative, plan, set priorities and manage change. • A tertiary qualification in marketing, events, communications or a business-related discipline or a minimum of 5 years' experience in a similar role. • Experience in driving new initiatives and implementing strategies. • Previous experience in Australian football or other relevant sporting environment. • A proven track record in commercial and sponsorship management.
Key Selection Criteria	<p>Personal Attributes</p> <ul style="list-style-type: none"> • Ability to manage and lead people • Passionate about sport/health and wellbeing • A creative flair with marketing and event ideas and activation • A strong eye for detail, ability to multi-task and meet strict deadlines • Outstanding customer service & stakeholder management skills • Self-motivated • Strong character • Team Player • Strong work ethic • Ability and willingness to work long and flexible hours and weekends • Current Drivers Licence • Working with Children Check or willingness to obtain

Note:

This position description is not intended to be all-inclusive, and the employee may be required to perform other related duties as negotiated with the employer to meet the ongoing needs of the organisation.

**Location:**

The Commercial & Events Manager will be based in the League's office located at Latrobe University Sports Park, Bundoora.

Hours of Work:

Normal hours of work will be 38 hours per week (equivalent to 5 days of 7.6 hours each), with hours to be agreed with the Chief Executive Officer. During the season there will be work that includes after hours and weekends. Flexibility offered to work a .8 working week at pro rate base salary.

Remuneration:

This position is offered on a two-year maximum term contract. At the conclusion of the maximum term, the position will be reevaluated by the CEO and the League's Board. Remuneration will include an attractive base salary, bonus payments for revenue derived which exceed the agreed budget, paid public holidays, 4 weeks annual leave and statutory superannuation guarantee payments (currently 11.5% of base salary).

Applications:

Applications are to be forwarded to the NFNL CEO Martin Stillman Email

mstillman@nfnl.org.au

For further information contact the NFNL office on (03) 9435 8228

Applications close at 11.59pm Sunday 18 May 2025