

Account Manager – Commercial Partnerships

Football Federation Australia (FFA) is the national governing body for football in Australia. It governs all national teams (including the Caltex Socceroos and Westfield Matildas), the Hyundai A League, Westfield W-League, Foxtel National Youth League, Westfield FFA Cup, PlayStation 4 National Premier Leagues and also leads state, community and grass roots football.

FFA is currently seeking applications for an Account Manager – Commercial Partnerships in our Commercial department. The Commercial department looks after bringing on and account managing FFA sponsors/partners, licensing & merchandise, venue media, partnership hospitality and broadcast partners.

Purpose for the Role

The Account Manager – Commercial Partnerships is responsible for ongoing duties associated with the servicing of our commercial partners with a view to meeting our partners marketing goals, enhancing football fans' experience, renewing (or replacing) contracts, and growing returns for football - specifically in the Hyundai A-League, Westfield W-League and Foxtel Y-League, in Australia. This includes building sponsorship plans and developing new, innovative leverage concepts for sponsors as well as new properties and revenue opportunities for FFA. Plus working with the professional clubs to deliver regular season assets on behalf of FFA central partners.

Keys Areas of Responsibility

- Plan, manage and meet annual signage and sponsorship operational budgets
- Provide expertise, sharing and experience to the entire Commercial Partnerships Team, wider FFA head office personnel on how best to commercially navigate outcomes and opportunities that benefit our partners, the football family and Australian football fans for future growth and promotion of our game.
- Support the Commercial department's planning and compliance with policies, whilst implementing functional best practice and continuous improvements.
- Work within governance, compliance, regulatory and policy frameworks, when it comes to partner rights and benefits. This will include signage, club inventory/rights and the use of teams and players – imagery and access
- Support fan ratings, attendance and passion through the development of marketing initiatives with sponsors that promote football and drive consumption.
- Establish and maintain relationships with the commercial contacts at each professional Club to deliver FFA central partner rights and support Clubs to work within the regulatory framework.
- Together with the GM-Commercial Partnerships, establish and maintain relationships with relevant players and their agents to ensure appropriate delivery of appearances, management of commercial/IP issues and/or individual partnership deals.
- Achieve annual budgeted sponsorship revenue targets.
- Ensure the Hyundai A-League and Westfield W-League Home and Away season signage program is delivered, plus any other FFA Partner Home and Away season activations.
- Develop and deliver a continuous improvement strategy for stakeholder management; internal and external relationships.
- Establish a detailed understanding of commercial partner's marketing plans and develop, deliver and review creative campaigns for partners.
- Plan with sponsors to make football central to their sports marketing campaigns, promoting football in a manner complimentary to FFA's strategic pillars.

Knowledge, Skills & Behaviours Required

- Track record and experience in account management and commercial partnerships.
- Best in class account management experience and presentation skills.
- Experience in servicing big brands, and understanding how they operate and their partnering expectations.
- Track record of successfully negotiating and delivering commercial partnerships.

FFA People & Culture

FFA's staff culture is an evolving process of continuous improvement with a consistent passion across the business for growing the game to become Australia's number 1 sport. FFA's existing and incoming staff all need to align to the organisation's values - People, Collaboration, Integrity, Whole of Game, Unlimited Potential and Excellence. More recently there has been a conscious focus on improving flexibility and work life balance within FFA through the introduction of the FFA People & Work Approach. This allows individuals to develop informal work arrangements to suit their personal situations.

Apply now for this exciting opportunity by sending your resume to recruitment@ffa.com.au

Only candidates selected for the short list will be contacted in relation to this role.