

POSITION DESCRIPTION



OVERVIEW

TITLE	Manager – Media Rights and Partnerships
DEPARTMENT	Commercial
LOCATION	Sydney (Head Office) / NSW
REPORTS TO	General Manager – Data and Streaming Rights
WORK TYPE	Full-Time Permanent
HOURS/DAYS PER WEEK <i>(part-time, casual or contractor only)</i>	
START DATE	15 August 2025
END DATE <i>(FT/PT fixed term contract or contractor only)</i>	

ACCOUNTABILITY

Number of direct reports <i>(How many people directly report into this role?)</i>	0
Number of indirect reports <i>(How many people indirectly report into this role?)</i>	Production companies, third-party agencies
Budget responsibility in \$ <i>(State whether prime, shared or contributory responsibility)</i>	Contributory responsibility

ABOUT US

Football Australia is the national governing body for football in Australia and a member of Fédération Internationale de Football Association (FIFA), the international governing body for football. It governs all national teams, the A-Leagues (in Football Australia's capacity as the regulatory body), Australia Cup, National Premier Leagues and leads state, community, and grassroots football.

OUR CULTURE & VALUES

Football in Australia is a melting pot of approximately 2 million participants represented by over 200 different cultures, we proud to be the most diverse and globally connected sport within the Australian sporting landscape.

Football Australia's purpose is to *'bring communities together through football - connecting Australia to the world'* while having a vision to *'be a leading football nation where everyone is inspired to live and love the game'*.

To achieve this, we live by our company values which are:

- Welcome:** Open doors, open minds, open hearts – One Game for All
- Ready:** Always ready, Always ahead
- Connect:** Together, united
- Excel:** Our best, every day in every way

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5. **Protect:** Guarding the game, Securing the future

BACKGROUND & PURPOSE OF THE ROLE

Over the past 12 months, Football Australia has successfully centralized services and offerings relating to competition data capture and management, broadcast production and streaming. This achievement follows the development of a new production strategy designed to optimise workflows and deliver long-term commercial benefits across the Australian football pyramid.

We are seeking a dynamic **Manager, Media Rights and Partnerships** to capitalise on this growth. This role will be instrumental in developing key broadcast production, content and technology partnerships, driving revenue growth, and positioning Football Australia as a leader in digital media innovation. A key component of this role will be to maximise revenue-generating opportunities and deliver technology and data-driven outcomes to increase the immediate and future value of Football Australia's rights and content.

ROLE RESPONSIBILITIES

- **Manage key partnerships:** Manage and develop day-to-day relationships with key production, distribution, and technology partners, ensuring seamless delivery of broadcast and streaming content and exploring new avenues for collaboration and value-creation outside of "the live".
- **Drive revenue growth and track performance:** Establish and monitor performance KPIs for content distribution, including rights benchmarking, audience engagement, and revenue growth, with a strong focus on broadcast and streaming metrics.
- **Identify and develop new commercial opportunities:** Generate direct and indirect revenue outcomes relating to the centralised production and rights commercialisation of Football Australia and Member Federation games.
- **Support innovation and content monetisation:** Drive the digitisation, management, and monetisation of the organisation's content archive.

ROLE OUTCOMES/ DELIVERABLES

- **Strong partnerships and revenue growth:** Strong working relationships with key content distribution partners established and maintained. Measurable growth in streaming revenue and audience engagement, with a focus on broadcast and digital metrics.
- **Successful implementation of new technologies:** Successful implementation of new streaming technologies and monetisation strategies, with a focus on broadcast and digital platforms.
- **Effective content management and monetisation:** Effective management and monetisation of the content archive, including broadcast and digital assets. Increased commercial opportunities relating to centralised game production, including broadcast and streaming rights.

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- **Cross-functional collaboration and revenue generation:** Effective collaboration with digital, content, and marketing teams to develop and execute revenue-generating initiatives, such as branded content opportunities, integrated marketing campaigns, documentaries, and innovative digital content offerings.

MAJOR INTERACTIONS

This position will have extensive interactions with external Football Australia stakeholders, contractors and agencies including;

- Production Partner(s)
- Member Federations
- Clubs
- Commercial Rights partners
- Vendors
- Australian Professional Leagues

Internal stakeholder interactions will include:

- Key Football Australia departments (Commercial, Finance, Legal, Digital Content and Marketing, Competitions)

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential	<ul style="list-style-type: none"> • Commercial and Digital Media Experience: 3-5 years of experience in a commercial sports or media environment, with a proven track record in managing partnerships, driving revenue growth, and implementing digital media strategies. • Broadcast and Production Expertise: Strong understanding of broadcast and digital media landscape, including broadcast production workflows, rights management, content distribution, and emerging technologies (e.g., streaming, OTT, automation). • Commercial Acumen and Data Analysis: Excellent commercial acumen and data analysis skills, with the ability to identify and develop data-driven insights to inform commercial decisions and optimise content monetisation strategies. • Collaboration and Communication: Exceptional communication and stakeholder management skills, with a proven ability to work effectively in cross-functional teams and build strong relationships with internal and external partners. • Innovation and Strategic Thinking: Innovative thinker with a strong understanding of the sports and entertainment industry, capable of identifying and developing new commercial opportunities and contributing to the achievement of strategic goals.
Desirable	<ul style="list-style-type: none"> • Commercial Partnerships: Experience working with sponsorship teams to identify and develop new commercial opportunities, upsell

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	<p>existing partnerships, and optimise revenue generation strategies. ·</p> <p>Customer Engagement Expertise: Experience with customer engagement (MarTech) platforms, demonstrating knowledge of effective strategies and tools for enhancing fan interaction and driving digital marketing initiatives.</p>
UNIQUE CRITERIA	
<p>The following selected items identify the requirements of the role</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Out of hours and weekend work <input checked="" type="checkbox"/> Intra and/ or Interstate travel <input checked="" type="checkbox"/> International Travel <input type="checkbox"/> Significant periods of work away from home <input type="checkbox"/> Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation 	
ADDITIONAL REQUIREMENTS	
<p>To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> National Police Check <input checked="" type="checkbox"/> International Criminal History Record for each country (other than Australia) in which you have resided for 12 months or more in the last 10 years (if applicable) <input checked="" type="checkbox"/> Full working rights in Australia <input checked="" type="checkbox"/> Working with children check (paid/ employee) or state- based equivalent <input type="checkbox"/> Working with children check (volunteer) or state- based equivalent (volunteer roles only) 	