

## POSITION DESCRIPTION

Overview	
<b>Title</b>	Sports Presentation and Fan Experience Manager
<b>Department</b>	Tournament Operations
<b>Location</b>	Sydney (Head Office) / NSW
<b>Reports To</b>	General Manager Fan Experience and Events
<b>Work Type</b>	Full-Time Fixed Term Contract
<b>Hours/Days Per Week</b>	37.7

Accountability	
<b>Number of direct reports</b>	TBC
<b>Number of indirect reports</b>	TBC
<b>Budget responsibility in \$</b> <i>(State whether prime, shared or contributory responsibility)</i>	TBC

About Us
<p>The Asian Football Confederation (AFC) has awarded Football Australia hosting rights for the 2026 edition of the AFC Women's Asian Cup™. Having co-hosted the best-ever edition of the FIFA Women's World Cup™ in 2023, Australia will host the Continent's premier women's national team for a second time in history having also staged the 2006 edition of the AFC Women's Asian Cup™.</p> <p>This prestigious event will bring together 12 nations in a tournament structured into three groups of four. Following the resounding success of last year's FIFA Women's World Cup™, Football Australia, its stakeholders and partners are eager to create another tournament that celebrates women's football, delivers legacy outcomes for football and Australian society more broadly.</p> <p>A Local Organising Committee (LOC) has been established for the sole purpose of delivering the 2026 edition of the AFC Women's Asian Cup™ in Australia.</p>
Our Culture & Values
<p>AFC Women's Asian Cup is built on a foundation of inclusivity, respect, and unity, with a rich representation of both First Nations people and the diverse multicultural football community we proudly serve. We are united in our mission to deliver exceptional experiences for players, fans, and all those who are part of our journey. As one team, our strength lies in the trust we place in one another and the broader football family. Excellence drives everything we do, as we strive to create lasting opportunities that contribute to our Legacy 26 and elevate the global game.</p> <p>We strive to achieve this by embodying our core company values, which include:</p> <ol style="list-style-type: none"> <li>1. <b>Inclusive</b></li> <li>2. <b>United</b></li> <li>3. <b>Trust</b></li> <li>4. <b>Excellence</b></li> <li>5. <b>Agility</b></li> </ol>

## Background & Purpose of the Role

We are seeking a dynamic and experienced Sports Presentation and Fan Experience Manager to lead the planning and execution of the in-stadium experience at the AFC Women's Asian Cup 2026™. This role plays a pivotal part in creating memorable matchday moments, aligning entertainment with the wider Fan Experience strategy, and ensuring fans leave every match inspired and energised.

You will lead the creation and delivery of engaging sports presentation content, show production, and in-stadium entertainment, while also contributing to broader fan experience initiatives including fan zones, ceremonies, and activations. Working closely with creative teams, production agencies, commercial partners, and venue operators, you'll help bring the tournament to life in a way that reflects the energy and diversity of women's football in Asia and Australia.

This is a **fixed term contract-based role**.

## Role Responsibilities

### Sports Presentation & In-Stadium Show Delivery

- Lead the vision and execution of the in-stadium experience across all tournament venues.
- Develop and manage a comprehensive Sports Presentation Production Plan, including scripts, run of show, content, and operational delivery.
- Oversee all sports presentation elements including video content, audio, lighting, LED displays, announcers, mascots, cheer squads, ceremonies and sponsor activations.
- Direct venue-based production crews including show callers, floor managers, and talent.
- Ensure consistency in look, tone and energy of the show while reflecting host city character and local culture.

### Fan Experience & Activations

- Collaborate on the design and execution of an inclusive and exciting fan journey at each match and across tournament fan zones.
- Support delivery of pre-match and half-time activations, live entertainment, music programming, and MC engagement.
- Implement best-practice fan engagement initiatives informed by global benchmarks and tailored to local audiences.
- Support planning and execution of fan-facing events such as the Official Draw, Opening Ceremony and Trophy Tour.

### Creative Content Development

- Work with content producers to develop bespoke video and audio assets for matchday presentations.
- Coordinate with broadcast and digital teams to align in-venue and online content.
- Oversee creative approvals, ensuring brand consistency and sponsor compliance.

### Stakeholder & Venue Management

- Act as the key point of contact for Sports Presentation with venue managers, contractors, suppliers, and rights holders.
- Coordinate run-throughs, rehearsals and show delivery with multiple stakeholders under tight timelines.
- Ensure adherence to safety, accessibility, and broadcast standards in all presentation delivery.

### Operational & Budget Management

- Manage production timelines, crew rosters and show documentation across venues.
- Maintain budget oversight for sports presentation elements, track expenditure and ensuring value for money.

### Role Outcomes/ Deliverables

- Deliver a cohesive in-stadium show experience
- Develop and implement sports presentation production plans with the sports presentation agency
- Deliver content aligned to brand and AFC directives
- Direct on-site production teams
- Design and execute engaging fan experience
- Deliver high-impact fan-facing events
- Produce and align creative content
- Control budgets and operational efficiency
- Manage stakeholder relationships and venue integration

### Major Interactions

- Asian Football Confederation
- Football Australia
- Tournament Venues
- Host Cities
- Sport Presentation and Ceremony Agencies
- Internal Program Areas including venues, accreditation, marketing and communications, competitions

### Knowledge, Skills, And Experience

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Minimum 5 years' experience in major event delivery, with a strong focus on live sports presentation or stadium entertainment.</li> <li>• Proven success in managing in-venue show delivery at international or national sporting events.</li> <li>• Experience leading creative production teams and working with AV, lighting and broadcast crews.</li> <li>• Ability to write and manage scripts, show calling, and in-stadium storytelling techniques.</li> <li>• Excellent project management, organisational and interpersonal skills.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience working in football or international multi-sport tournaments.</li> <li>• Understanding of Asian football culture and Asia-literacy.</li> <li>• Familiarity with content scheduling software and venue technical systems</li> </ul>

### Unique Criteria

The following selected items identify the requirements of the role;

- ☒ Out of hours and weekend work
- ☒ Intra and/ or Interstate travel
- ☐ International Travel
- ☒ Significant periods of work away from home



☒ 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**

To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role;

- ☒ National Police Check
- ☒ 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)
- ☒ Full working rights in Australia
- ☒ Working with children check (paid/ employee) or state- based equivalent
- ☐ Working with children check (volunteer) or state- based equivalent (volunteer roles only)