

December 2021

Position Description

Position Title	Community & Fan Engagement Co-ordinator
Location	Netball Central, Sydney Olympic Park
Department	GIANTS Netball & NSW Swifts
Reporting to	Team Leader
Direct Reports	Nil
Employment	Full Time

NETBALL NSW OVERVIEW

Netball NSW is a not-for-profit organisation and is governed by a Board of Directors and managed by professional staff. Netball NSW is the peak state sporting organisation responsible for the governance, development, promotion and administration of netball throughout New South Wales and is affiliated to Netball Australia.

Netball NSW provides the framework for approximately 115,000 registered members and over 150,000 total participants to enjoy netball at all levels throughout New South Wales. Our sport continues to grow both on and off the court and much of this success can be attributed to the wide range of programs, facilities and services Netball NSW offers to its members and participants - from the grassroots level through to the elite, professional level.

Netball NSW has a proud history of elite netball teams and athletes' performances in national and international competition. Over 300 athletes have proudly represented NSW in elite competition since the inception of the national netball league in 1997 and then the ANZ Championship. 2017 saw the introduction of the Suncorp Super Netball, the top Australian domestic competition which includes two Netball NSW elite teams, the NSW Swifts and GIANTS Netball.

GIANTS Netball

Suncorp Super Netball began a new chapter in Australian Netball history in 2017, and with it the introduction of GIANTS Netball.

Owned and operated by Netball NSW, in a strategic alliance with GWS GIANTS AFL, GIANTS Netball was formed on the basis of providing more opportunities for the 115,000 registered Members in NSW, including: to represent their State and club at Netball's highest domestic level; and provide opportunities for fans and members to watch the world's best netballers live in action.

GIANTS Netball remains committed to being strong role models for young netballers around NSW, Australia and the world, and for representing its team to the best of their ability. The club strives to be a competitive force in every year of the league and be a top 4 team each and every season and compete for the SSN title.

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NSW Swifts

Suncorp Super Netball began a new chapter in Australian Netball history in 2017, and coincided with the next generation of NSW Swifts, with the 2017 playing roster boasting some of international netball's most promising players. The combined average age of the NSW Swifts playing group was just 23 years old; a far cry from some of the more experienced rosters they would be facing in the competition's first year.

Owned and operated by Netball NSW, in a strategic alliance with Sydney Swans AFL, NSW Swifts was formed on the basis of providing more opportunities for the 115,000 registered Members in NSW, including: to represent their State and club at Netball's highest domestic level; and provide opportunities for fans and members to watch the world's best netballers live in action.

NSW Swifts remain committed to being strong role models for young netballers around NSW, Australia and the world, and for representing their teams to the best of their ability. The clubs strive to be a competitive force in every year of the league and be a top 4 team each and every season and compete for the SSN title.

Our Vision:

Netball is NSW's leading sport of choice and opportunity

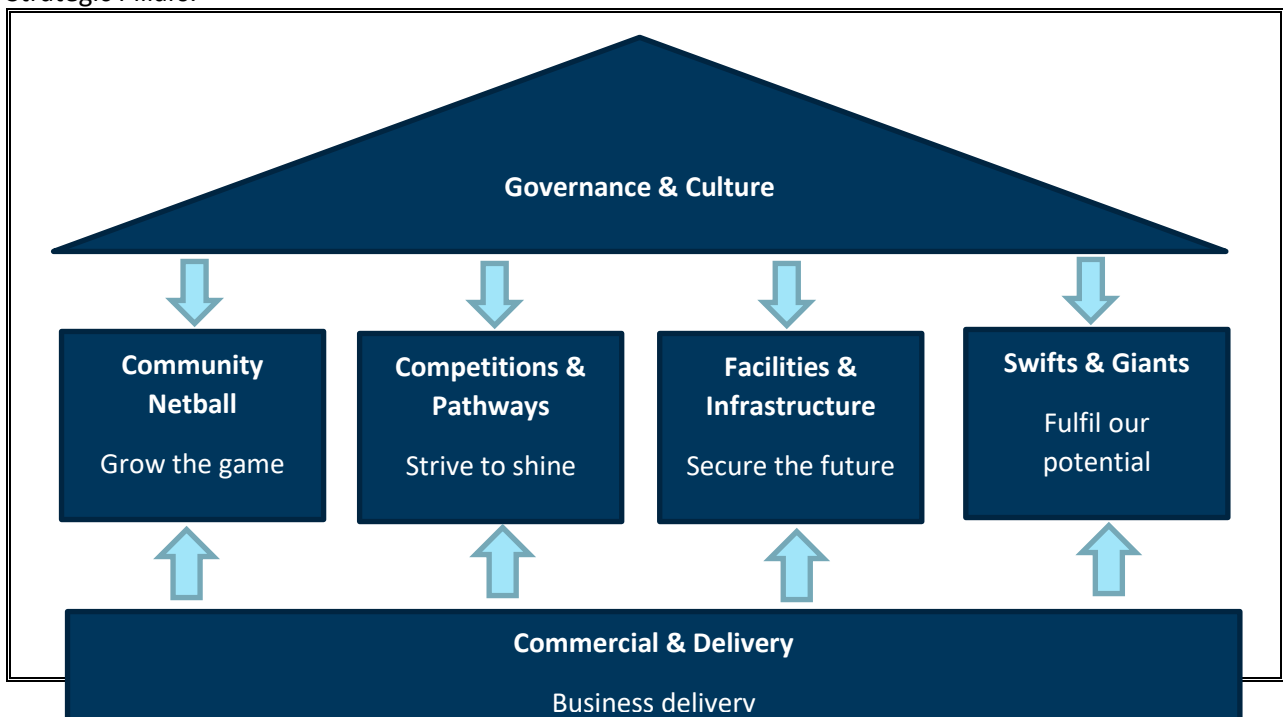
Our Purpose:

Lead and support our Netball community to grow and thrive

Our Values & Behaviours:

- WELCOMING: We are an inclusive community for everyone.
- ONE TEAM: We respect and value each other.
- BEST ALWAYS: We aspire to excellence.
- INTEGRITY: We play fair and take ownership of our action
- FUN: We love what we do.

Strategic Pillars:



PURPOSE OF THE POSITION

The purpose of this position is to assist in growing the number of GIANTS Netball & NSW Swifts members, ticket sales to game days and fan base through engaging with the netball and broader community. The role will be responsible for supporting membership retention and acquisition strategies, game day ticket sales and community engagement strategies of both clubs. In addition to this, the position is responsible for supporting the Senior Events Manager in match day delivery and fan engagement activities and assisting on executing other events where possible.

KEY RESPONSIBILITIES

Accountabilities	Overview of Tasks
Community & Fan Engagement	<ul style="list-style-type: none"> • Support the delivery of a community & fan engagement strategy with a focus on growing the number of members and fans of the team. • Assist in the development of fan engagement activities, in conjunction with the Community & Fan Engagement Manager, Senior Manager - Events and Commercial and Marketing team for all GIANTS Netball & NSW Swifts home games. • Assist in the development and delivery of fan engagement activities, to grow our fan base across all social media channels for both teams • Assist in the delivery of an activations plan, in conjunction with Community & Fan Engagement Manager (GIANTS Netball) Senior Manager - Events and Membership Ticketing and Sales Co-ordinator (NSW Swifts) at Netball NSW Associations across the state, including player appearances.
Membership & Ticketing	<ul style="list-style-type: none"> • Support the Community & Fan Engagement Manager (GIANTS Netball) and Membership Ticketing and Sales Co-ordinator (NSW Swifts) in executing a retention and acquisition sales strategy for GIANTS Netball memberships. • Assist with outbound direct communications to increase membership and ticket sales, both public and corporate via EDM's, SMS, voice blasts and calls. • Support the Community & Fan Engagement Manager (GIANTS Netball) and Membership Ticketing and Sales Co-ordinator (NSW Swifts) in the processing of membership applications as required and updating member details. • Assist with membership and ticketing activities on game days including game day activations and ticket booth operations for both clubs.
Events	<ul style="list-style-type: none"> • Supporting the Senior Manager - Events in the delivery of high-quality events and game day experience and assisting in the planning, logistics, documentation and execution of all activities. • In conjunction with line manager, adhere to budgets set that pertain to the position including all event budgets. • Assist in the development of event plans (including risk and traffic management plans) for all applicable events and liaise with local councils, Netball Associations and venues as required. • Liaise with Commercial and Marketing departments to ensure all sponsor requirements are met for all events / activities including game days, Gala Dinners and any other events. • Liaise with team officials and work collaboratively with the Team Manager to ensure team requirements are met for home games. • Assist with the delivery of Netball Australia sanctioned events as required by GIANTS Netball, NSW Swifts and Netball NSW.

Accountabilities	Overview of Tasks
General	<ul style="list-style-type: none"> • Prepare other written reports as required. • Develop and maintain strong relationships with key personnel throughout the State. • Abide by, promote and actively enforce Netball NSW policies. • Actively participate and be part of the Netball NSW Team, where applicable. • Any other duties as requested by the Chief Executive Officer, Executive General Manager – GIANTS Netball or Executive General Manager – NSW Swifts.

SELECTION CRITERIA

Candidates for the position will require a range of personal and professional skills including:

Qualifications and experience	<ul style="list-style-type: none"> • Minimum two (2) years' experience in an administrative role supporting the delivery of consumer facing events and/or customer service, ideally in a sporting environment • Relevant tertiary qualifications e.g. events/sports management/business administration (desirable). • Experience in the sport/not-for-profit industry (desirable). • Current driver's license and own vehicle.
Knowledge and skills	<ul style="list-style-type: none"> • An understanding of the sporting culture and not for profit organisation desirable. • Experience in managing ticketing and memberships systems for both major ticketing providers Ticketek and Ticketmaster is desirable. • A high level of computer expertise covering word processing, presentation software, database skills and Microsoft Office. • Excellent phone manner and written skills. • Strong analytical and business negotiation skills. • Clear, professional and excellent oral and written communication skills. • Competence with the Microsoft Office suite of products • Demonstrated creative ability. • Ability to adhere to strict deadlines. • Demonstrated experience in administration management. • High level interpersonal and cross-cultural communication skills. • Ability to set priorities, plan work programs, meets deadlines and manages time effectively. • Experience in working independently and as an integral part of a team.
Personal attributes	<ul style="list-style-type: none"> • Interpersonal / relationship skills • Problem solving • Customer focus • Work Health and Safety • Professional and proactive attitude. • Passionate and prepared to go above and beyond.

	<ul style="list-style-type: none"> • Commitment to Netball NSW Values. • Prepared to travel, as required, and acknowledge that flexible work hours may be required on various occasions.
Working With Children Check (WWCC)	In accordance with Child Protection legislation candidates will be required to provide a Working With Children Check (WWCC) clearance number for verification by Netball NSW prior to employment. Selection of the successful candidate will be based upon the results of child protection screening and relevant reference checks.

KEY PERFORMANCE INDICATORS

Key performance indicators will be determined and agreed annually and may include:

- Support of the Community & Fan Engagement Manager (GIANTS Netball) and Membership Ticketing and Sales Co-ordinator NSW Swifts achieve budgeted membership and ticketing revenue
- Quality of planning, report and timeliness of delivery across all areas
- Ability to meet deadlines for events and specific projects in a challenging work environment
- Ensuring that the benchmarks set for events in previous years are achieved or exceeded
- Quality of relationships with key stakeholders both internal and external
- Successful execution of community and fan engagement strategy, meeting all required objectives