



COMMERCIAL LEAD – DIGITAL

ABOUT US

The North Melbourne Kangaroos is a modern football club based in the beating heart of urban, inner-city North Melbourne. At the Kangaroos we are known for our fighting spirit – a bold and never beaten attitude that has won us four premierships and allowed us to achieve the extraordinary together. We are a diverse and inclusive club; a family where everyone belongs, united by our fighting spirit.

ABOUT THE ROLE

The Commercial Lead – Digital is responsible for the development and implementation of the club's digital sales strategy. Working collaboratively with the broader Commercial Team, you will identify and grow the club's digital revenues by securing new partners and upselling existing partners.

Reporting to the Head of Commercial, the Commercial Lead – Digital will:

- Develop and implement the digital sales strategy, focusing on traditional advertising and integrated content
- Secure new Digital Partners through proactive prospecting, development of sales strategies and pitching to clients
- Develop compelling sales proposals and digital packages (including schedule builds) that lead to conversion
- Develop and manage the club's digital product card and inventory
- Maintain a regular pipeline of digital opportunities across all club programs
- Upsell digital partners into broader partnership opportunities
- Create data and insights driven lead generation via effective CRM application and LinkedIn strategies
- Oversee the Digital Media sales budget

OUR IDEAL CANDIDATE

The successful candidate will be a creative, analytical and strategic thinker who is passionate about digital sales. You will be curious and inquisitive with a desire to continuously improve.

We're also looking for:

- 5 plus years' experience in digital sales
- Experience using CRM systems
- Advanced interpersonal skills with the ability to network and build rapport at all levels
- Experience in preparing proposals, digital media schedules and product packages
- Ability to understand data and insights and turn them into commercial opportunities
- Strong business and financial acumen
- Capable of managing multiple projects with a high attention to detail

ADDITIONAL REQUIREMENTS

The successful candidate is required to undergo and pass a police check, and hold a current and valid Victorian Working with Children's Check.



Additionally, under the North Melbourne Football Club's *COVID-19 Vaccination Policy*, all new employees must be fully vaccinated with an Approved COVID-19 Vaccine and provide Evidence of Vaccination by uploading your Digital Vaccination Certificate to our HR information system. You will be provided with relevant information, including the compliance dates and our privacy policy during the recruitment process.

APPLICATIONS

To apply for this position, please submit your CV together with a covering letter outlining your suitability for this role to careers@nmfc.com.au

Please note that due to the overwhelming number of applications received by the club, we are unable to reply to every application. Only those applicants selected for an interview will be contacted.

Applications close at 9am on Monday 1 November.

EQUAL OPPORTUNITY

The Kangaroos strive to be the AFL's most inclusive, accessible, and united football club. Our value of 'Belonging' means we embrace people from all walks of life and respect each other's opinions and capabilities. We are committed to providing a working environment that embraces and values diversity and inclusion.

All employment decisions at the Kangaroos are based on business needs, job requirements and individual qualifications, without regard to age, disability, gender, or gender identity, marital or parental status, political or religious beliefs, race, or sexual orientation. The Kangaroos will not tolerate discrimination or harassment based on any of these characteristics.