



Fan Engagement & Growth Coordinator

The Gold Coast SUNS are seeking a full time Fan Engagement & Growth Coordinator who is passionate and committed to growing the fan base of the SUNS. This entry level position will have the opportunity to lead the Club's current fan development programs and help create new and exciting initiatives to attract more people to the Club. There is a strong focus on data acquisition and fan retention, so someone who is creative with an understanding of marketing principles and consumer behaviour would excel in this role.

Key Responsibilities include:

- Support the Community Programs and Engagement Manager with the development and delivery of database development action plans for the season.
- Coordinate home match ticket sampling (i.e., free ticket) programs in conjunction with the ticketing coordinator, including planning, execution and evaluation.
- Plan and execute the club's data acquisition programs ensuring there is a program to acquire data across all of the club's fan touchpoints.
- Support the Community Programs and Engagement Manager in the development of the Little Legends Fan Club and lead the delivery of the program.
- Provide direction, planning and maintain quality control of the club's and AFL Queensland's team attendance at community promotional events including set-up, staffing, promotional stock and maximizing data acquisition and ticket sales at these events. This may include attendance at these events from time to time.
- Plan and produce marketing and communications materials required for Fan Development programs in liaison with key internal stakeholders.
- Implement the partnership between Gold Coast SUNS and AFL Queensland focusing on the Local Football Engagement Program
- Drive the Fan Development outcomes for AFLQ Juniors membership program and drive additional membership, ticket sales to increase attendance at games.
- Oversee Gold Coast SUNS relationship with NAB Auskick in the SUNS zones across the state including the delivery of the Game Day Live program and the Auskick Junior Membership Program.

The Ideal candidate will have:

- A strong personal brand which personifies the Gold Coast SUNS values.
- Strong administration skills and experience working with data & databases.
- Understanding of marketing principles and an interest in consumer behaviour.
- Exceptional customer service skills with the ability to be the face of the SUNS at community and promotional events.
- Passion for AFL and growing the game in a non-traditional market.
- A team player who can contribute to team goals.
- Exceptional people skills with the ability to engage with key stakeholders including existing and potential fans.
- Strong work ethic. We need you to be relentless as you pursue challenges and achieve deadlines and goals (occasional weekend work is required).

This exciting entry level position will suit someone who has recently graduated with a degree or diploma in Sports/Marketing (or similar) and/or has experience working in a community football or sporting environment.

How to apply

Please apply via our candidate portal using the link below. Only applications received via the portal will be considered. Previous applicants need not apply.

https://goldcoastfc.secure.force.com/recruit/fRecruit_ApplyJob?vacancyNo=VN078