



## Head of Events & Match Day Experience

Are you a strategic events leader who loves bringing unforgettable experiences to life? Do you thrive in fast-paced environments where creativity, collaboration, and hands-on delivery are part of every day? The Gold Coast SUNS are searching for a dynamic **Head of Events & Match Day Experience** to lead our Events Program and help elevate the SUNS brand through best-in-class experiences.

This is a rare opportunity to shape the fan experience for one of the most exciting clubs in the AFL.

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### About the Role

Reporting to the Deputy CEO, the Head of Events & Match Day Experience will lead the strategic development, planning, and delivery of the SUNS Events Program—including major events, member events, corporate events, strategic initiatives, and all AFL/AFLW match day experiences.

As the senior leader of a small and high-performing team, you will be both visionary and hands-on. You'll set the direction, drive creativity, and ensure events operate as a core marketing and brand channel—showcasing the SUNS identity, values, and personality in every moment.

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### Key Responsibilities

- Lead the long-term strategy for SUNS events and match day experiences.
- Oversee end-to-end planning and execution of major events, member events, corporate functions, and match day operations.
- Develop innovative event concepts and fan experiences that grow engagement, attendance, and loyalty.
- Ensure all events strongly align with brand, marketing, and creative standards.
- Lead cross-functional collaboration across the Club to deliver seamless, memorable experiences.
- Provide outstanding stakeholder and partner engagement.
- Manage budgets, resources, and supplier relationships.

- Offer hands-on leadership during planning, bump in/out, and event day delivery.
  - Support the Deputy CEO with special projects as required.
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## **About You**

You are an experienced events professional with a passion for sport, entertainment, and creating experiences people talk about. You combine strategic thinking with a roll-up-your-sleeves approach, and you're energised by working in a fast-paced environment where no two days are the same.

You have:

- Significant experience in high-level event strategy and delivery.
  - Leadership capability, ideally in a small-team environment.
  - Strong understanding of events as a brand and marketing channel.
  - Exceptional organisational skills and attention to detail.
  - A collaborative approach and outstanding stakeholder management.
  - A creative mindset and the confidence to innovate.
  - Flexibility to work evenings, weekends, and game days.
  - Experience within the AFL Industry (highly desirable).
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## **Why Join the SUNS?**

- Work at one of the most exciting clubs in the AFL.
- Play a pivotal role in shaping the match day and events experience for our fans and partners.
- Be part of a culture built on collaboration, innovation, and community connection.
- Work out of a world-class facility at People First Stadium.

If you are interested in joining our team, please apply via our candidate portal - [https://goldcoastfc.secure.force.com/recruit/fRecruit\\_\\_ApplyJob?vacancyNo=VN129](https://goldcoastfc.secure.force.com/recruit/fRecruit__ApplyJob?vacancyNo=VN129)