



Job Description

Position Title: Digital Projects Manager
Reporting To: GM Business Operations
Roles Reporting to This: No direct reports
Hours: Full time – 12-month contract
Location: 2/170 Bridport St, Albert Park VIC 3206

Job summary

Our goal through digital transformation is to create greater connection and collaboration with AFL players, by building stronger relationships, making them more aware of our services, and supporting their life as they are on boarded to AFL, through their career, and into retirement.

We believe the foundation of this is to first understand them through centralising and tracking our player data and communications with them.

Reporting to the General Manager - Business Operations, but having dotted lines to all teams, the purpose of this role is to support the implementation of our digital transformation roadmap focused largely on selecting and implementing a new CRM, embedding the team processes, and then taking on the future integration projects (marketing automation, events, legal contracts) to support best practice communication and data analysis with players.

You will need to be adept at building internal relationships, influencing teams, and helping to plan for and implement CRM, marketing automation and related integration tools for our digital roadmap.

Key responsibilities

Measure

Project manage the delivery of all internal digital transformation projects across the organisation, embedding a strong project management process across the business.	Ensure clear project management methodologies are maintained across the business. Schedules and project status reports are updated and communicated back to leadership regularly. Projects are delivered on time and budget, and risks and issues managed. The Digital Transformation roadmap is kept up-to-date and projects rephased as needed and agreed.
Lead the roll-out of the CRM project through scoping, requirements and decision-making.	Support the selection of the fit-for-purpose CRM tool. Work with agencies to scope internal needs closely, to build out the CRM for AFLPA. Work with each team across the business to listen to their needs, recommend best practice and create the best solution.
Develop change management plans.	Identify the change digital transformation, (starting with CRM) will have on the business. Build training and documentation plans and agree how to roll them out.
Manage digital business case requests.	Coach teams on the business case process, guide them on changes needed before presenting to

	leadership, and support leadership to make decisions on the direction of new projects.
Own the relationship between all IT and Digital partners.	<p>Manage the following offsite partners to ensure they provide the best service for the business:</p> <ul style="list-style-type: none"> ● IT Provider that supports network, devices and infrastructure. Specifically lead the review of IT services and pitch for new vendors. ● Digital Strategy Partner - the agency that developed the initial Digital Transformation roadmap, to be liaised with throughout the projects.
Manage the Digital Transformation Budget.	Maintain the approved Digital Transformation budget costs, and work with the General Manager - Operations to agree changes, and provide updates.

Skills and experience

- Experience in the roll out of a new CRM within a business and best practice CRM management - such as Salesforce, Hubspot or Zoho, with experience in Case Management functionality.
- Have been exposed to digital transformation projects in previous roles.
- Project Management leadership, ideally with knowledge of Prosci or Prince2.
- Strong leadership skills to inspire and influence teams.
- Analytical mind with attention to detail.
- Clear strategic business analysis skills to understand & clarify any business problem, and translate it into a clear solution, specifically for digital tools.
- Understanding of common tools and their practices that integration with CRM - including Marketing Automation (email and SMS), Events (Eventbrite) and Legal Contracting tools.
- Desired experience within a similar membership and/or sporting business.
- 7 + years' experience in project managing and leading digital projects

Key Relationships

Reporting to the General Manager - Business Operations
CRM Administrator
Agency Relationships - IT Service Provider & Digital Strategy Partner
AFLPA Management Team
Digital Roadmap Working Groups & Associated Teams

Our Values

AFL Players Association - Values				
Build Great Relationships	Be All In	Strive To Grow	Have Impact	Value Trust
Industry Relationships Care Inclusion & Diversity	Unity Passion & Energy Ownership	Above & Beyond Continuous Improvement Innovation & Agility	Courageous & Bold Inspire & Influence Others Legacy	Confidentiality Integrity (do what you say you will do) Trust in Others

Key Accountabilities

Key Accountabilities	
Key Success Factors	Measurements
Financial	<ul style="list-style-type: none"> Assist the General Manager – Business Operations in managing the digital transformation budget, and understand potential overspends / underspends to report back to the AFLPA Management Team.
Player Sentiment	<ul style="list-style-type: none"> Deliver the CRM and digital roadmap to build player sentiment through understanding player data better to inform decisions & reporting
Industry Influence / Programs & Services	<ul style="list-style-type: none"> Work with representatives of the Industry Governance Committee to help scope the need for a new player professional development app.
People and Culture	<ul style="list-style-type: none"> Strong interpersonal skills A key influencer to clarify business needs and engage multiple teams with projects Experience working with leadership and executive teams.
Governance	<ul style="list-style-type: none"> Lead the development of clear project schedules Report back to leadership on project progress, changes to scope, time or budget via status reports. Maintain a clear understanding & communicate issues / risks at all times.