



<b>Position Title:</b>	Digital Marketing & Account Executive
<b>Reports To:</b>	Senior Account Manager
<b>Department</b>	Communications, Commercial and Strategic Innovation
<b>Roles Reporting to This:</b>	N/A
<b>Start Date</b>	TBD with successful applicant
<b>Applications Close</b>	Friday 26 <sup>th</sup> November 2021

The AFLPA is committed to creating an inclusive and flexible work environment that leverages diversity, supports inclusion, and promotes belonging.

<b>Primary Objective:</b>	<ul style="list-style-type: none"> <li>▪ Development and execution of the AFL Players’ Association digital marketing strategy, with a strong focus on achieving, measuring, and reporting on commercial deliverables</li> <li>▪ Delivery of commercial partnership digital assets</li> <li>▪ Management of key commercial accounts</li> <li>▪ Responsible for identifying digital trends and insights</li> <li>▪ Implementation and analysis of performance metrics</li> <li>▪ Plan and direct digital commercial campaigns</li> <li>▪ Development of internal reports</li> </ul>
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**Knowledge/Experience**

**Technical Competencies**

**Mandatory**

- Tertiary qualifications required in communications, digital marketing, or related discipline
- Proven experience in digital, account management, or communications roles
- Strong understanding of digital marketing strategies and tactics across a range of channels including social media, search marketing, lead generation, web analytics and others
- Proficiency using tools to track and report on analytics
- Strong interest in social trends, and experience moderating across this channel
- Expertise in the utilisation of the Emplifi reporting platform
- Strong understanding of CRM applications

**Highly Desirable**

- Agency or sports industry experience
- Strong ROI and analytical mindset
- Experience in developing content calendars around key events and seasonal campaigns
- Photoshop editing knowledge and experience
- Strong presentation skills

**Personal Competencies**

- High level of enthusiasm and motivation
- Effective communication skills – verbal and written
- Strong interpersonal skills
- Strong organisational skills, including time management, priority setting and the ability to manage multiple projects
- High level of integrity
- Strong team player who is also able to work autonomously

**Key Relationships/Interactions**

- AFL Players’ Association Staff and Executive
- AFL Players’ Association membership (current and Alumni)
- AFL Players’ Association commercial partners
- AFL Player Agents
- AFL Clubs
- External service providers

**Key Challenges**

The key challenges of this role are:

- The need to remain up to date with new and innovative social and digital media trends and the ability to apply these at the AFLPA



<ul style="list-style-type: none"> <li>▪ Continual management of channel analytics (including regular reporting) and providing insight on the effectiveness of initiatives and campaigns</li> <li>▪ Working closely with digital content team to deliver AFLPA commercial assets across digital platforms</li> <li>▪ Along with the Digital Manager, delivering strategy and growth across AFL Players' Association digital platforms and audiences</li> </ul>	
<b>Key Accountabilities</b>	
<b>Key Result Areas</b>	<b>Major Activities</b>
Strategy	<ul style="list-style-type: none"> <li>▪ Working with the commercial team to implement the AFLPA's commercial strategy</li> </ul>
Commercial Partnerships	<ul style="list-style-type: none"> <li>▪ Work with the commercial department to service AFLPA commercial partners on the roll-out of all digital campaigns and partner reporting</li> <li>▪ Development of AFL Players' Association's commercial partnership digital assets</li> <li>▪ Assist in the Account Management, partnership deliverables and administration of all major partners</li> <li>▪ Support content planning that assists in achieving digital outcomes for commercial partner campaigns and digital competitions</li> </ul>
Digital Platforms and database	<ul style="list-style-type: none"> <li>▪ Provide digital marketing, data capture and acquisition expertise, as well as competition-based solutions to the development of prospective partnership proposals where required</li> <li>▪ Develop and implement men's and women's 22Under22 campaigns (PR, logistics, communications, event integration and partnership deliverables)</li> <li>▪ Execute AFLW MVP of the Week campaign and AFL MVP of the Month campaign</li> <li>▪ Management of AFLPA's relationship with our digital agency</li> <li>▪ Introduction of new digital marketing initiatives, with an objective to track conversion rates and increase community build</li> </ul>
Analytics and Reporting	<ul style="list-style-type: none"> <li>▪ Prepare analytical reports and dashboards to inform various audiences of our collective performance in all dimensions of digital marketing efforts, showcasing the impact achieved for our stakeholders and partners</li> <li>▪ Report digital strategy, analytics, and campaign/innovation results to inform internal and external stakeholders</li> <li>▪ Tracking and evaluation of customer research, market conditions and competitor data</li> <li>▪ Reporting and analysis to grow audience and further inform and develop user engagement plan and community strategies</li> <li>▪ Remain up to date with, and introduce, new digital trends, analytics, programming, and applications</li> </ul>
Stakeholder Relationships	<ul style="list-style-type: none"> <li>▪ Develop and manage strong working relationships with all departments across the organisation to leverage resources and maximise the opportunities for AFLPA digital platforms</li> </ul>
Vaccination Requirement	<ul style="list-style-type: none"> <li>▪ Under Victorian Government regulations, only people who are fully vaccinated against COVID-19 can attend offices and other venues. It is critical that the successful candidate be able to meet with stakeholders and other AFLPA staff, so the successful candidate must be fully vaccinated or intending to be fully vaccinated in the near future.</li> </ul>
<b>AFL Players' Association Values</b>	
Relationships	<ul style="list-style-type: none"> <li>• Connect</li> <li>• Care</li> <li>• Promote Belonging</li> </ul>
All In	<ul style="list-style-type: none"> <li>• Be United</li> <li>• Bring Passion</li> <li>• Take Ownership</li> </ul>



Growth	<ul style="list-style-type: none"><li>• Go Above &amp; Beyond</li><li>• Seek Continuous Improvement</li><li>• Be Innovative and Agile</li></ul>
Impact	<ul style="list-style-type: none"><li>• Show Courage</li><li>• Inspire &amp; Influence Others</li><li>• Create Our Legacy</li></ul>
Trust	<ul style="list-style-type: none"><li>• Respect Confidentiality</li><li>• Do what you'll say you'll do</li><li>• Trust in Others</li></ul>