

POSITION DESCRIPTION

Title	Partnerships Executive
Department	Commercial
Location	Melbourne
Full Time/Part Time	Full Time
Reports To	General Manager - Commercial
Direct Reports	None
Purpose	<p>Golf Australia is the governing body for golf in Australia.</p> <p>Our goal is to raise the level of interest and participation in the game from grass roots golfers through to the elite levels, spectators, volunteers and associated bodies.</p> <p>Our key responsibilities include conducting national tournaments and championships including the Australian Opens, managing the Rules of Golf and the national handicap system, and developing programs and opportunities to engage as many people as possible into the game.</p> <p>Reporting to the General Manager – Commercial, the role will be responsible for the management of sponsorship deliverables across all Golf Australia partnerships to ensure sponsorship retention.</p> <p>Key areas of responsibility include:</p> <ul style="list-style-type: none"> • Management of sponsorship engagement across all Golf Australia assets • Execution of all sponsorship deliverables and liaising with internal and external stakeholders to deliver a seamless partner experience • Responsible for creation and delivery of digital campaigns for all partners throughout the year and for our major events • Maintenance of benefits delivery registers and campaign analytics to compile annual partner reports

	<ul style="list-style-type: none"> • End to end event management of corporate events, hospitality packages and sponsorship activities and activations. • Liaison between partners, internal marketing manager and external agencies to deliver PR marketing and photography briefs to achieve partner objectives and deliver on sponsorship programs. • Liaison between partners and digital agency to schedule and deliver all website advertising on golf.org.au • Other tasks as directed by the Director - Commercial
Key Capabilities / Requirements	<ul style="list-style-type: none"> • Proven success (with a minimum of 3-5 years) in a sponsorship servicing related role, including securing of corporate hospitality clients; • Key relationship building skills, and account management skills; • Negotiation, facilitation and presentation skills; • Digital campaign design and delivery • Proficient computer/IT skills- Adobe Creative Suite preferred but not required; • Excellent written and verbal communication skills; • Demonstrated ability to problem solve and make sound decisions; • Ability to work independently, with judgment to escalate and seek guidance where necessary; and • A tertiary qualification in the business, communication, marketing, recreation or sport management field. • Passion for sport (golf experience not required) • Valid Drivers License
Strategic Outcomes (indicative – to be confirmed during planning cycle)	<ul style="list-style-type: none"> • Delivery of all sponsorship and commercial arrangements expected • Growth of Golf Australia’s partnerships and commercial arrangements
Major Interactions: Internal	Golf Australia Staff, Marketing Team, State and Regional Based Development Officers, State Operations Managers, Commercial Team
Major Interactions: External	Golf Clubs and Facilities, Agencies, Partners,