

Commercial Operations Manager

Employer:	Swimming WA (SWA)
Reports To:	Chief Executive Officer (CEO)
Direct Reports:	Creative Officer
Department:	Commercial Operations
Location:	Beatty Park Leisure Centre North Perth, Western Australia
Position Overview:	<p>Background</p> <p>Swimming WA (SWA) is the peak body for competitive swimming in Western Australia with its head office based at Beatty Park in Perth. Its key stakeholders are Western Australian Swimming Associations and Clubs, the Australian Swimming Coaches and Teachers Association (ASCTA), Swimming Australia Limited, and other State Swimming Associations.</p> <p>SWA currently has 85 Clubs and 12,300 registered Members Statewide. Its Members include swimmers, officials, administrators, volunteers and parents of athletes. SWA is responsible for the management and development of the sport from the State Team at elite level, through to “grass roots” community level participation.</p> <p>The Association is structured across the operational areas of high performance, commercial and events, marketing and communication, and community sport; and supporting corporate services including finance and information technology.</p> <p>Primary Job Purpose</p> <p>The Commercial Operations Manager is employed to work closely with the CEO to develop and implement a comprehensive business development strategy aimed at maximising the commercial potential of new and existing revenue streams within SWA.</p> <p>A primary outcome of the position is to service long-term Sponsors and Official Suppliers, and increase the profitability of the Open Water Swimming (OWS) Series and SWA Events. Further, the role will ensure that all stakeholders associated with SWA business development ventures are well serviced and that by working with the CEO, add value to the Association’s commercial efforts.</p>
Core Responsibilities:	<ul style="list-style-type: none"> • Design and implement the SWA Commercial Strategy; • Service Sponsors, Suppliers and Event Partners on behalf of the Association and in line with the SWA servicing standards; • Development of sales strategies for the commercialisation of key growth areas (e.g. online merchandise, website, signage sales, etc.) for the OWS Series and the Association; • Manage the delivery of two (2) major annual SWA functions; • Assist in the implementation of SWA Marketing Plans for all areas of the Association’s core functions; • In consultation with the CEO and relevant Department Manager, increase the sales of SWA’s merchandise during the OWS Series; • Implement and manage fundraising initiatives for the SWA Foundation.

Key Duties:	<ul style="list-style-type: none"> • Working with the CEO, create and implement the SWA Commercial Strategy with monthly reports on progress against the Plan by the Commercial Operations to the CEO; • Provision of commercial leadership to the OWS Series via the development and implementation of a comprehensive OWS Series sales strategy; • Design, implement, manage and review the two (2) major SWA functions annually – Swimmer of the Year (SOTY) and the Women in Sport (WIS) luncheon, in line with the SWA budget; • Seek innovative opportunities to enhance the OWS Series that will grow profit in the Series via sponsorship, merchandise sales and membership; • Manage logistics of the SWA annual advertising campaign for major events and functions (i.e. SOTY, WIS etc.) and the OWS Series in line with the budget and in conjunction with the SWA Sponsors' Agreement; • Establish a comprehensive annual SWA Sponsor calendar inclusive of SWA Member only events and functions, the annual SWA Sponsor Workshop held in September, etc.; • Develop new revenue initiatives and streamlining of existing operations to deliver long-term sustainability of Sponsors, Suppliers and Event Partners; • Generation of new leads for Supplier and Event Partner categories for SWA that will improve business and commercial efficiency; • Attend meetings and represent Swimming WA on various SWA and industry working groups or official committees as required; • Other duties as requested.
Essential Criteria:	<p>The successful candidate will have:</p> <ul style="list-style-type: none"> • Previous experience in a similar Commercial Management role; • High level organisational skills and demonstrated ability to work in a team environment; • Excellent written and verbal communication skills; • Superior time management and presentation skills, and the ability to meet strict deadlines and prioritise tasks; • A solutions based approach to their role; • Ability to work independently with excellent initiative and passion; • Sound computer skills; • Working with Children Check (must have prior to applying for the role); • National Police Clearance (must have prior to applying for the role).
Desirable Criteria:	<p>Candidates with the following will be highly regarded:</p> <ul style="list-style-type: none"> • Previous experience in a Commercial Management role in a sporting organisation; • Experience in designing sales initiatives regarding merchandise and member benefits.
Hours of Work:	<p>This is a full-time position. The nature of the position will require out of hours and weekend work.</p>
How to Apply:	<p>For a copy of the Job Description, please email Nerida Griffiths; nerida.griffiths@wa.swimming.org.au</p> <p>Applications should include a cover letter and resume outlining relevant experience and skills. The application also requires a document of no more than three pages which addresses each of the essential and desirable criterion listed in this Job Description.</p> <p>Address applications to; Swimming WA Executive Assistant, Nerida Griffiths email nerida.griffiths@wa.swimming.org.au</p>

When do applications close?	Sunday, 23 June 2019, 10:00pm.
Who do I contact if I have a query?	Nerida Griffiths, Executive Assistant on (08) 9328 4599 or email nerida.griffiths@wa.swimming.org.au