



Position Description

Position title: Touch Football Victoria – Business Development Manager (BDM): TFA Business Development and Marketing portfolio
Classification: Band 3 Manager Level (Refer to the Touch Football Australia Certified Agreement)
Reports to: TFA General Manager, Business Development and Marketing

Introduction

Touch Football Australia Limited (TFA) is the governing body for the sport of Touch Football in Australia.

Touch Football is a sport that is thrilling, enjoyable and accessible to all.

TFA is responsible for the overall leadership, management, administration and development of Touch Football across the nation. This is conducted through the a unique management model where there are states under direct control of the national body including Touch Football Victoria (TFV) and core partnerships with the partner states of New South Wales and Queensland.

TFA has core values that include leadership, integrity, professionalism, diversity and excellence. Using these values our mission is to provide direction for the sport of Touch Football and develop our dynamic game to the position of Australia's leading community sport. We have professional people working in all facets of the organisation and believe we make a positive difference to people lives.

Location

Touch Football Victoria – Melbourne Location.

Job Description

A. Primary Purpose of the Role

Reporting to the General Manager, Business Development and Marketing the TFV Business Development Manager (BDM), is responsible for overall management and oversight of the TFV major events program including the State and regional representative events, all TFV managed competitions across all locations the scoping and development of new competition programs and formats; aligned with State Government engagement and support and commercial sponsorships, accordingly.

A key responsibility of the role is ensuring the delivery and reporting of the TFA Location Scorecard and BDM Action Plan requirements on an ongoing basis. This is in addition to the overall effective management and support to the



TFV State Operations Advisory Panel (SOAP), including accountability for all engagement and related meetings, communications and deliverables.

B. Job Responsibilities

- » Touch Football competitions and events Management - Implement and monitor, with the national Business Development and Competitions Management teams, the oversight of the day-to-day operations of Touch Football competitions including financial and resource management, Grounds Controllers' provision and coordination and ensuring overall participation and revenue growth and partner and branding requirements.
- » Recommend and implement strategies for improvement; through regular 'upwards' communications and briefings to General Manager(s) and TFA Executive as required.
- » Manage and liaise with the relevant direct report(s) staff on competition and events' issues, ensuring smooth operations and dialogue between state and relevant national staff.
- » Oversee and administer all compliance matters associated with conducting competitions and events and managing government grant/sponsorship programs – e.g. policies, guidelines, rules/conditions of entry and by-laws.
- » Provide direction to TFV competitions and events, ensuring players, members and volunteers are engaged and informed; and with a specifically key focus on customer service and satisfaction and improvement (aligned to the TFA Customer Service Charter).
- » Implement national strategies, policies and procedures locally to efficiently manage competitions and events so they become standardised, (cost) efficient and effective while allowing for localised variance and audiences.
- » Provide regular advice and assist in quality assurance mechanisms with team delegates' meetings and feedback forums for competitions/events.
- » Promote effectively all competitions and events, including advertising, promotions and marketing in line with national strategies and approach.
- » Specifically, oversee overall marketing and communications platforms pertinent to above and to ensure heightened engagement, exposure/coverage and connection with members.
- » Provide strategic direction at the state level for competitions and events' expansion and improvements and obligations with key partners (including potential managed / licensed competitions).
- » Ensure technical programs and educational aspects are conducted at all of the above in line with current national programs, platforms and advice.

Budgeting and Financial Oversight / Support

- » Administer in location with Sport Operations Manager the TFV budget (and human resources) aligned to and consistent with the TFA Finance Manual, budget principles and financial obligations and reporting.
- » Work in conjunction with management to prepare relevant location and project budgets for the BDM program inclusive of competitions, events, regular government grant scoping, reporting and acquittals.
- » Regularly communicate, report and evaluate various business opportunities for growth.

Strategic Development of New Competitions and Events

Aligned to the TFA Strategic Plan and various targets and outcomes, the following is a key focus and expectation of the role, consistent with Business Development and national portfolios' responsibilities:



Event Management/Competitions

Outcomes

- i. Consistent provision of competitions and events through TFA Visual Guidelines and branding protocols.
- ii. Benchmarking of current competitions through implementation of TFA Competitions Manual and standard operating procedures, Benchmarking Analysis and ASET Programs to establish best practice models.

Conduct Diverse Events

Outcomes

- i. Increase overall participation in the sport of Touch Football through the provision of diverse annual events, as follows:
 - o Corporate and Beach Touch events, Affiliates Cup, VT League, Friends of Rugby League (through NRL/VRL), Silent Sports Challenge with Deaf Sports Australia, NAIDOC Day, Border Clash in conjunction with TFSA and various partner related events (e.g. Melbourne Storm and VRL).
 - o Corporate competitions/events and community initiatives particularly through the vast Melbourne business and corporate community and networks.
 - o Various government grant projects and initiatives and potential extension of these and third party provider offerings/formats.

Publicity, Promotion and Sponsorship

- o Lead, manage and servicing of current sponsorship contracts locally and nationally.
- o Promote extensively domestic competitions and events internally through digital/social media, newsletters, emails and publications (e.g. Campaign Monitor platform).
- o General administration - attend to all incoming correspondence relating to the competitions.
- o Attend meetings and respond to action items as required.
- o Be conversant with the rules, procedures and TFA Constitution.
- o Ensure an excellent working knowledge of the TFA Insurance Scheme and TFA Member Protection/other policies.
- o Attend various professional courses, workshops and/or meeting which will add to the development of skills of the position, as determined by TFA management.

Key Relationships - Work under the direction of the TFA management structures as directed.

- » Work with relevant TFA personnel in the Business Development and Engagement and Compliance streams as well as Sport Operations staff as required.
- » Work closely with key volunteers and officials of the sport, including referees, clubs and participants.
- » Ensure strong and productive relationships with the Melbourne Storm through the auspices of the TFA-Storm MOU and the VRL.

Key Selection Criteria

- » Demonstrated success in the delivery of sporting programs, events and competitions.
- » Excellent written and oral communication skills supported by interpersonal skills of a high order.



- » Demonstrated negotiation, networking and facilitation skills.
- » Demonstrated initiative and self-management.
- » Excellent organisational skills.
- » Ability to evaluate and improve policies and procedures with a problem solving approach.
- » Ability to supervise staff and volunteers.
- » Excellent understanding and application of customer service principles.
- » Demonstrated computer literacy relating to competition management.

Qualifications

- » Tertiary qualifications in sport management or related experience are desirable.
- » Experience in conducting competitions/events or equivalent.
- » Knowledge of the sport of Touch Football desirable though not essential.
- » Experience working with competitions management software an advantage (e.g. Sports Technology Group).

F. General Requirements

- » Capacity to work outside of normal working hours and undertake travel as required.
- » Current drivers licence.
- » Display a high quality of personal appearance and conduct fitting of the position.
- » Always observe strict confidentiality.
- » Promote Touch Football internally and externally by upholding all organisational values.
- » Be able to work well within a team environment.
- » Willing to work under the provisions associated with the TFA Certified Agreement and abide by the policies of the organisation.
- » Work within and promote, through personal action and behaviours, the TFA Corporate Culture and Leading Teams Framework ('One Team. One Voice. One Sport').