



National Marketing Manager

Family of League

SPORTSPEOPLE
RECRUITMENT



- **National High-Profile Charity**
- **Support the Foundation's communication, fundraising and partnership initiatives**
- **Sydney Olympic Park or Brisbane based**

About Family of League

The Family of League Foundation is a membership-based Not for Profit organisation that provides emotional, physical and financial support to the men, women and children of the rugby league community. The Foundation assists grass roots volunteers, past players, administrators and referees across all affiliated levels of the game. It has deductible gift recipient status.

The Family of League has grown into a network of over 5,000 members and over 300 volunteers from 30 dedicated volunteer committees, supported by the small team of nine dedicated staff in the Family of League Sydney Headquarters and Brisbane office.

Originally established as Men of League in 2002, for 22 years the organisation has dedicated more than 10,500 volunteer hours to social and emotional support and provided over \$11 million in financial support to those who have made a demonstrable contribution to rugby league and are 'in genuine need and unable to overcome that need from their own resources'.

In addition to significant grants from the NRL and licensed clubs, Family of League relies heavily on fundraising events that are largely held by its network of committees within their own geographic footprint, along with an annual Queensland lunch and a National event.

VISION: We are a unique, independent game-specific Foundation changing lives through practical assistance, referrals, social and wellbeing support offered in a professional and timely manner to those within the rugby league community who have contributed to the game. We care - financially, socially and emotionally.



National Marketing Manager

The National Marketing Manager supports the Foundation's media and marketing objectives and reports directly to the CEO. The role is critical in positioning Family of League within the rugby league community it supports as 'the' charity of rugby league.

The role is responsible for developing and implementing media and communication strategies; managing media relationships; planning activities to promote the Foundation's overall reputation and awareness within the rugby league community; growing and servicing membership and supporting the Foundation's fundraising and partnership initiatives.

Priorities for this role include digital growth, launch of a new website and raising the profile and awareness through various channels.

This role will also sit on the Membership, Partnership, Marketing and Communications Committee and the Magazine Editorial Committee.

To be considered for this role, you will hold a relevant tertiary qualification with a successful track record in developing successful and strategic marketing and fundraising outcomes, ideally from within the Not-for-Profit sector. Commercially astute, you can demonstrate a strong digital capability with an understanding of online user journeys and proven experience delivering increased brand awareness, reach and engagement across various digital channels.

You will be a skilled communicator and proactive storyteller with a proven ability to conceptualise and execute strategy and narrative that engages with the wider community as well as enhance member experiences.

You will be self-motivated, with the ability to manage competing priorities and tasks simultaneously to meet deadlines whilst maintaining a high level of attention to detail. The capacity to build and maintain relationships and strategically engage a diverse group of stakeholders, including volunteers, is required.

As this role oversees one direct report (Membership Coordinator) experience in a managerial role, preferably in a membership-based organisation, would be an advantage. Knowledge of the Rugby League community and key stakeholders is highly desirable.

This is a unique opportunity to support the Family of League mission and change the lives of those within the rugby league community who have contributed to the game.



Key Responsibilities

Marketing Strategy

- Develop the marketing strategy (to be presented to, and approved by, the CEO and ultimately the Board), to deliver on key objectives.
- Build the marketing plan to ensure a coordinated and logical approach to delivery.
- Ensure key metrics are developed and regularly tracked and the strategy and plan updated, as needed to ensure relevance.

Promotion and Communication

- Manage external media.
- Create the narrative and stories to promote the Foundation, both within and outside the Rugby League community.
- Provide opportunities for media engagement and other promotion.
- Oversee and manage the production of the FOL magazine, in partnership with the editor.
- Promote Family of League's membership, fundraising and wellbeing initiatives through the development and timely implementation of marketing campaigns, at a local regional and/or State-wide level as required.
- Develop strong campaign-based marketing initiatives to promote major fundraising and awareness projects, including online fundraising and donor campaigns.

Brand Management

- Ensure the Family of League brand is positioned in accordance with the Board's and CEO's view.
- Manage, and ensure adherence, with brand guidelines.

Digital and Social Media

- Manage and oversee the build of the new website, including content structure and content development.
- Ensure strong and positive member and stakeholder communication through the social channels and website.
- Analyse and manage Family of League's online and social media campaigns to ensure that the organisation is reaching and engaging with its target audiences.
- Create a social media plan and calendar.
- Ensure regular and consistent social media posts and engagement.

Commercial Support

- Create the collateral to take to market for sponsorship and partnership opportunities.
- Develop sponsorship and donation packages at various levels, with benefits aligned to the value exchange.
- Build and communicate the value proposition for sponsors and donors.
- Work with the CEO to assist with the roll out of new revenue streams.
- Provide servicing to sponsors (in conjunction with the Queensland State Manager and Fundraising and Events Manager).

Events and Fundraising

- Oversee the marketing elements of all event and fundraising activities.
- Ownership of key events and campaign based activities.

Membership Growth

- Develop a membership strategy, including a new membership model.
- Oversee the member engagement and coordination (including membership renewals).
- Implementation of a new membership database.

Member Engagement Strategy and Member Communications

- Develop a new and revitalised member value proposition, including the member packs.
- Create and deliver on a marketing plan to drive membership.
- Manage the membership CRM and ensure regular and relevant communication with members.



Key Accountabilities

- Drive strategic marketing, communications and social media to support the Foundation's fundraising activities, campaigns, donor growth, digital initiatives & membership recruitment.
- Ensure that the Foundation's brand is widely recognised and respected both within the rugby league community and more broadly.
- Create and deliver on a membership growth strategy, including a new membership model
- Build and maintain membership engagement through increased incentive and storytelling which contributes meaningfully to the Foundation's financial sustainability and wellbeing activities.
- Collaborate with the National Fundraising, Partnership & Events Manager and with the Queensland State Manager to ensure that Family of League's sponsors and corporate partners are appropriately recognised, and its fundraising events appropriately promoted in the Family of League's marketing and public relations activities.
- Work closely with executive staff to identify and deliver national objectives, to be delivered by the volunteer committees across the country.

Key Outcomes and Performance Indicators

The National Marketing Manager's performance will be measured by:

- Delivery of a coordinated marketing strategy - approved by CEO and Board.
- Increased engagement across digital channels - social media and website.
- Improved promotion and organisation / brand recognition (people within and outside of the Rugby League community know who Family of League is and what they do).
- New member packs (built from a new strategy) developed and rolled out in time for next year's membership renewal process.
- Increase in membership.
- Successful delivery of events and fundraising activities.
- Support increased revenue and new revenue streams.

Key Relationships

Reports to

- Chief Executive Officer

Direct Reports

- Membership Coordinator

Internal Stakeholders

- FOL Staff
- Board of Directors
- Membership, Partnership, Marketing and Communications Committee

External Stakeholders

- Magazine editor
- Marketing agency
- Event organisers and venues
- Committees
- All members
- Sponsors
- Large donors
- Key partners - NRL, NSWRL, QRL, NRL clubs, Junior clubs
- Leagues Clubs

Selection Criteria

Candidates applying for this role must demonstrate relevant experience in the core functional areas outlined in the Position Overview and possess a range of personal skills and attributes, including:

Professional Attributes

- Tertiary qualifications in a relevant discipline
- A strong digital capability
- Commercially astute with a successful track record in a managerial role, preferably in a membership-based organisation
- Previous experience in developing successful and strategic fundraising and marketing outcomes, ideally in the Not-for-Profit sector
- Excellent written and oral communications skills
- Intermediate to advanced IT skills, particularly in Microsoft Office Suite
- Knowledge of the Rugby League community highly desirable
- Proven track record of working with volunteers

Personal Attributes

- Strong interpersonal skills
- Strong commitment to delivering superb customer service
- Ability to achieve results within time constraints and conflicting priorities
- Ability to work methodically and with attention to detail
- Excellent analytical skills
- Ability to work autonomously as well as in a team environment
- Openness to change and innovation

Hours of Work

This is a full time position, however a more senior candidate may be considered on a 4 days per week basis. Given the unique nature of the sports industry, and the nature of the organisation working outside of traditional office hours will be required, in particular to attend meetings and events.

Location and Travel

This position will preferably be based out of the Family of League head office based at the NSWRL Centre of Excellence in Sydney Olympic Park, or alternatively in the Brisbane office. Family of League supports a hybrid working environment.

Some domestic travel may be required from time to time to attend meetings and events.

Remuneration Guide

An attractive remuneration package will be available to the successful candidate, negotiable depending upon skill level and experience. Depending on personal circumstances candidates may be able to take advantage of the salary packaging benefits available through the Not for Profit and Charity status of Family of League. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Candidates are invited to discuss their salary expectations with Sportspeople Recruitment prior to applying.

Immigration and Residency

Candidates must be an Australian Citizen / Permanent Resident or have unlimited working rights within Australia to be considered for this position.

Timelines

Final interviews and the appointment of this role are scheduled for late May/early June, 2025.

The successful candidate would be expected to commence duties as soon as possible, mindful of notice periods and general availability.

Website & Social Media

For more information and news items on all facets of activities, services and programs, visit:

Family of League website: familyofleague.org.au

Facebook: facebook.com/familyofleague

Instagram: instagram.com/familyofleague

X: x.com/familyofleague

LinkedIn: linkedin.com/company/familyofleague

Please apply now to avoid missing out!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

If you are intending to apply, please do so now. We reserve the right to close the role as soon as sufficient merit applications are received.

Applications close: 11pm Sunday 18 May, 2025

Candidates must complete and submit the **COMPULSORY Sportspeople Recruitment**

Application Form at the time of applying. The form is available as a download at the Sportspeople Recruitment website listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 1-2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

Apply to

Your application should be sent electronically via the "apply now" link at the advertisement via sportspeoplerecruitment.com/jobs

Enquiries

In the first instance general enquiries should be directed to **Scott Oakhill** on **0408 258 337** or **FREECALL AU 1800 634 388** or **+61 2 9555 5000** or via admin@sportspeoplerecruitment.com.

About Sportspeople Recruitment

The National Marketing Manager, Family of League search and recruitment process is being managed exclusively by **Sportspeople Recruitment**.

Sportspeople Recruitment is a leading executive search and recruitment firm servicing sport business. Celebrating 29 years in 2025 our curated Talent Network has been developed as a result of successfully filling thousands of roles across the A-Z of sport business employers. We offer the most experienced Consultant team in the market available to assist with executive search, general recruitment, hiring strategy, remuneration planning and executive/Board advice.

We are delighted to have been appointed by Family of League as the exclusive search partner for the National Marketing Manager position.

Australian owned - Globally connected - Since 1996

Merit Recruitment

Don't meet every single requirement? Studies have shown women and minority groups are less likely to apply for jobs unless they meet every single qualification. **Sportspeople Recruitment has a reputation as a leader in merit recruitment.** Everything we do has a focus on presenting the best candidates to our client Employer whilst maintaining a commitment to do what we can to address the imbalance of under-represented groups in leadership positions.

If you believe you have what it takes to perform this job but don't tick off every single qualification and experience we've listed, we encourage you to focus on the strengths, experience, qualifications and soft-skills you do have as the reasons you should apply.

Believe in yourself and if still in doubt call our Consultant for a quick chat or simply apply. Without an application we can't consider you and we'll never consider your application a waste of our time.



 **Family of
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