



Digital Strategy & Delivery Manager

Little Athletics
Australia

SPORTSPEOPLE
RECRUITMENT



- **Lead the deployment and optimisation of Digital Business Management and Learning Solutions**
- **Manage digital marketing and social media campaigns**
- **Based at Athletics House, Albert Park VIC (hybrid)**

About Little Athletics Australia

Little Athletics is a uniquely Australian modified athletics (track and field) program for children up to 17 years of age with events modified to suit the age, developmental stage and ability of the children. There are approximately 450 Little Athletics Centres across Australia with more than 90,000 athletes enjoying Little Athletics activities. Little Athletics is the "Foundation for all Sports". All sports use the skills developed at Little Athletics.

Little Athletics Australia (LAA) as the national governing body has six State and Territory Associations as Affiliated Members whose competitive members consist of registered athletes and in excess of 60,000 volunteers.

LAA Mission

To deliver inclusive community-based activities that promote the foundation for an active and healthy lifestyle.

LAA Vision

To be recognised nationally as the leading foundation sport that offers a unique athletic experience including a pathway within athletics and to other sports.

LAA Values

- **INCLUSIVE**- Representative of our communities with no barriers
- **FUN**- a fun and social experience for all on and off the field
- **INNOVATIVE**- putting community at the heart of our sport to develop new, sustainable and sports leading experiences for our participants
- **INTEGRITY**- we act with integrity and show respect at all times

LAA Experience

- We are Family, Fun & Fitness
- We are Welcoming - We are Friendship - We are Encouraging
- We are Commitment - We are Community



Digital Strategy & Delivery Manager

Reporting to the CEO, and as part of the Little Athletics Australia Leadership Team, the Digital Strategy & Delivery Manager is responsible for leading the integration of Little Athletics digital ecosystem to enhance participant experience, business processes, improve operational efficiency, and drive innovation. This role requires a blend of strategic thinking, technological expertise, and strong leadership skills to drive and guide Little Athletics digital transformation journey via collaboration and hands on delivery.

As Digital Strategy & Delivery Manager the role is responsible for the Little Athletics Digital ecosystem with a focus on:

- collaborating with various stakeholders across Little Athletics and external vendors;
- leading and managing the deployment and optimisation of the Business Management Solution and Learning Management Solution to drive participant acquisition and retention;
- managing social media assets such as website and social media content planning, developing and executing campaigns to promote Little Athletics and support key partnerships maximising the commercial opportunity; and
- maximise data and content acquisition, analysis and commercialisation.

The role has one direct report (Marketing, Sponsor & Partnerships Officer) as well as a dual report of the eLearning Delivery Coordinator (on a grant funded 8 month contract).

To be considered for this role you will have experience in the successful delivery of large, cross functional digital projects such as CRM ecosystem implementation, ideally from within a member based sporting organisation. Strong experience leading digital marketing, EDM and social media campaigns is also required. You will be self-motivated, with the ability to manage competing priorities and tasks simultaneously to meet personal and team deadlines whilst maintaining a high level of attention to detail.

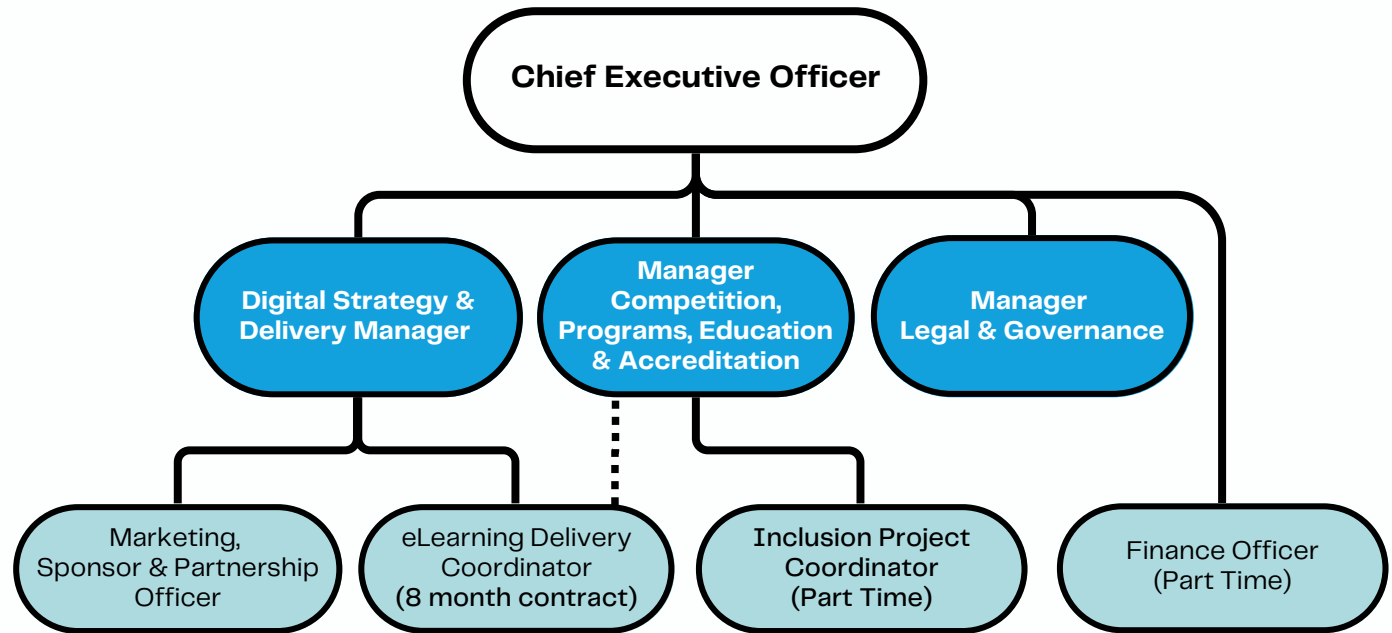
The capacity to build and maintain relationships and strategically engage a diverse group of stakeholders, including volunteers, is essential. Passionate and enthusiastic about participation and development, this role works collaboratively with LAA's partners, Member Associations and Little Athletics Centres Volunteers to drive and guide digital strategy, focusing on opportunities to ensure Little Athletics thrives in all areas.



Key Responsibilities

- Lead and drive digital transformation initiatives, through the development, implementation and support of Digital Strategy with initial focus on:
 - Business Management Solution (Membership and Event Management) (Sport:80 Partnership)
 - Learning Management Solution (eLearning and Resources) (PlayBk Partnership)
 - Analyse, and measure usage and feedback to optimize user experience of the above
- Lead the planning, execution, and management of digital marketing for LAA, including SEO, SEM, email marketing, and social media
- Research, track, and analyse behaviours and trends of activities undertaken
- Prepare reports and analytics on the overall performance of activities undertaken including ROIs and KPIs
- Collaborate with Little Athletics Member Associations, Little Athletics Centres and volunteers to drive understanding of digital strategy, objectives, execution and outcomes
- Lead direct reports to deliver:
 - digital strategy and ecosystem
 - partnership deliverables and maximisation

Organisational Chart



Hours of Work

This is a Full Time position working 38 hours per week. 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 Little Athletics Australia head office based at Albert Park, VIC, or alternative locations may be considered. LAA 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 of \$100,000 per annum, plus superannuation will be available to the successful candidate, negotiable depending upon skill level and experiences. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Website & Social Media

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

Website: littleathletics.com.au

Facebook: facebook.com/littleathleticsaust

Instagram: instagram.com/littleathleticsaust

YouTube: youtube.com/LittleAthsAus

LinkedIn: linkedin.com/company/coles-little-athletics-australia

Selection Criteria

In addition to demonstrating **relevant experience across the core functional areas of responsibility identified in this Position Overview**, candidates applying for this role will require a range of personal and professional skills, including:

- Experience in the sporting sector with membership based sports preferred
- Experience leading or supporting Membership Solutions
- Strong experience leading digital marketing
- Project delivery experience for large, cross-functional projects
- Experience leading direct reports
- Experience using problem solving and analytical skills to solve business problems and drive process improvements
- Understanding of sporting commercial markets and business structures
- Excellent verbal and writing skills for non-technical and technical audiences
- Demonstrated ability to deliver both strategic and tactical results across diverse stakeholders from inception to completion
- Ability to work effectively with tight deadlines in a fast-paced environment
- Attention to detail and proven ability to manage multiple, competing priorities simultaneously
- Demonstrated ability to work in ambiguous situations and across organisational boundaries
- An ability to effectively develop key processes and procedures that facilitate efficient planning, reporting and control processes
- Belief in the value of participating in and contributing to a collaborative team environment
- Tertiary qualifications in sports management or related field



Please apply now!

Please note Sportspeople Recruitment will commence screening 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 20 July, 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 **Angelique Everett** on **0401 659 024** or **FREECALL AU 1800 634 388** or via admin@sportspeoplerecruitment.com.

About Sportspeople Recruitment

The Digital Strategy & Delivery Manager, Little Athletics Australia 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 Little Athletics Australia as the exclusive search partner for the Digital Strategy & Delivery 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.



