



Gymnastics
Australia

General Manager Marketing and Commercial Services

Gymnastics Australia

SPORTSPEOPLE
RECRUITMENT



- **National Sport Organisation - Olympic sport**
- **Newly created executive leadership role**
- **Broad portfolio encompassing commercial partnerships, marketing & digital engagement, and event experiences**
- **Melbourne based (negotiable), flexible working arrangements**

About Gymnastics Australia

As the peak governing body for gymnastics in Australia, Gymnastics Australia (GA) is a not-for-profit member-based organisation with a Federated operating model supported by its State and Territory Associations. Gymnastics in Australia includes the disciplines of Acrobatics, Aerobics, Gymnastics For All, KinderGym, Parkour, Men's Artistic, Rhythmic, Trampoline, and Women's Artistic. Each discipline is governed and supported by a National Commission comprised of voluntary technical experts and community leaders. GA provides national frameworks, participation and competition pathways for each gymnastics discipline; as well as delivering national and international events; and providing training and professional development for the gymnastics workforce.

Providing services to 500+ clubs, 7000+ accredited coaches and judges, 800,000+ participants, and gymnastics fans, the GA team is comprised of gymnastics experts, sport management and business leaders. With the head office located in the thriving sports precinct at Albert Park in Melbourne, GA also hosts National Training Centres at the Australian Institute of Sport in Canberra and in Brisbane that work to facilitate high performance pathways and support Australian gymnasts to compete at international benchmark events including World Cups, World Championships, the Commonwealth Games and the Olympic Games.

Vision - An inspiring gymnastics experience for every Australian

Mission - Gymnastics Australia grows the gymnastics community by fostering wellbeing and excellence in everything we do.

"We're looking for a dynamic, driven, and strategic leader ready to seize a rare blank canvas opportunity - to elevate the story of gymnastics, build impactful assets that drive commercial partnership growth, and deliver lasting value across the entire gymnastics landscape in the lead-up to Brisbane 2032." **Alistair Edgar, Chief Executive Officer**



General Manager Marketing and Commercial Services

Reporting directly to the CEO, the General Manager Marketing & Commercial Services is a key executive leadership role at Gymnastics Australia, responsible for elevating the profile, commercial capability, and strategic positioning of the sport nationally. Through powerful storytelling and strategic foresight, this role leads the Marketing and Commercial Services team to drive growth in brand visibility, commercial revenue, and member engagement, while delivering vibrant, high-quality national events that celebrate and connect the gymnastics community.

The General Manager Marketing and Commercial Services will lead the development and implementation of integrated marketing, communications, events, and commercial strategies. This includes securing and servicing national commercial partnerships, negotiating media and broadcast agreements, and driving innovative digital and content initiatives to expand audience reach and deepen engagement. A core responsibility will be delivering major national and international events, ensuring these experiences showcase the sport at its best and deliver on commercial and brand objectives.

The successful candidate will bring strong commercial acumen, a proven track record in revenue generation, and experience managing sponsorships, media rights, and brand strategy. You will be confident navigating the evolving sports and entertainment landscape, leveraging data, content, and partnerships to build new products, increase organisational maturity, and unlock new revenue streams. An understanding of the intersection between elite and community sport, and how this shapes commercial and engagement opportunities, will be highly valued.

This role requires a strategic, inclusive, and results-driven leader, capable of mentoring high-performing teams, fostering organisational collaboration, and aligning marketing and commercial priorities with the broader organisational vision. Experience working within a federated or member-based sport structure will be advantageous, along with an ability to communicate effectively with a wide range of internal and external stakeholders, including clubs, partners, government, and media.

This is a truly unique opportunity to start with a blank canvas to sell and leverage off the story of gymnastics - one of the the highest profile sports at Olympics time - leading into an exciting time in Australian sport, the Brisbane 2032 Games. If you're a dynamic leader keen to drive growth, elevate the brand, and champion one of the world's most dynamic and inspiring sports at every level, we'd love to hear from you!



Key Responsibilities

Leadership

- Work effectively with the Executive Leadership team to provide dependable advice and support to the CEO and Board to enable delivery of the strategic plan
- Contribute in a proactive and emotionally intelligent manner to Executive Leadership Team and State CEO discussions creating an environment that encourages constructive challenges and debate
- Lead and role model organisational values within Gymnastics Australia and across the broader gymnastics' ecosystem
- Provide reliable and consistent operational leadership, managing a team of multidisciplinary staff, creating the conditions for people to achieve success and perform to an excellent standard

Strategic

- Develop and implement a long-term National Events Plan that elevates gymnastics as a major player in the national and international event landscape, building toward Brisbane 2032.
- Design and execute a commercialisation plan that significantly grows non-membership, non-government revenue through partnerships, sponsorships, licensing, media and digital channels.
- Lead a powerful storytelling and brand strategy that showcases the journeys of our gymnastics heroes and community, engaging mainstream audiences and inspiring national pride.
- Promote the value proposition of gymnastics as a sport for life, highlighting its physical, mental and social benefits to Australians of all ages, and strengthening its relevance in the national sporting conversation.

- Build, define and protect the brand of the Australian Gymnastics Team, ensuring it is competitive, modern, and deeply connected to the aspirations of our young people, fans, and partners.
- Develop go-to-market campaigns for new programs, events and digital offerings, while also refreshing and modernising existing products and services to remain relevant, engaging and sustainable.

Stakeholder Engagement and Relationships

- Attract, secure and retain major commercial partners, building strong, values-aligned relationships and delivering on partnership outcomes through effective servicing and reporting.
- Work collaboratively with State and Territory Associations, clubs and athletes to deliver integrated national marketing campaigns that grow participation and build a stronger connection to our shared brand.
- Form strategic relationships with media, content platforms, broadcasters and influencers to amplify gymnastics content and deliver broader exposure across traditional and digital channels.
- Champion the voices of athletes, clubs and the wider community in brand and content creation, ensuring our marketing reflects the real stories and experiences within our sport.
- Support and strengthen the branding capability of clubs, equipping them to grow their local presence and align with the national brand while maintaining their unique identity.

Operational and Administrative

- Oversee the planning and execution of national events, delivering memorable experiences for fans and participants while optimising commercial, brand and media outcomes.
- Lead and develop a high-performing Marketing and Commercial Services team, building organisational capability in marketing, digital, events and commercial services to meet future demands.
- Modernise how we promote and deliver products and services, ensuring they are contemporary, market-driven, and aligned to the needs of the community and commercial partners.
- Increase gymnastics' visibility across digital, live streaming, broadcast and media platforms, using data, insights and platform-specific strategy to grow audiences and fan engagement.
- Manage budgets, contracts, partner agreements and team performance, ensuring accountability, efficiency, and alignment with strategic KPIs across all functions.



Key Performance Indicators

Every member of the Gymnastics Australia team contributes to the delivery of the national Key Performance Indicators (KPI). The General Manager Marketing and Commercial Services contributes specifically to the following INSPIRE 2032 KPIs:

- 80% of our clubs and workforce are reporting they feel connected to our vision and strategic direction
- 80%+ of our gymnastics community feel they belong in our sport
- We are achieving a 30+ Net Promoter Score from our clubs and members
- 25%+ of our revenue is coming from non-membership and non-government sources
- We increase total number of members by at least 50%
- We win medals at and leading up to the Brisbane 2032 Olympics

Marketing and Commercial Services Team

The General Manager Marketing and Commercial Services reports directly to the CEO and supports direct reports within the Marketing and Commercial Services team.

The Marketing and Commercial Services Team brings gymnastics into the future by raising the sports profile and building capability to attract and service commercial partners.

The team will transform event delivery building on what GA already offers in the field of play and creating unforgettable experiences for members and fans. The team delivers national events and will work to secure opportunities to stage international events and build capability in the lead up to Brisbane 2032.

The team will boost participation numbers in the sport by fully activating digital and social channels, powerful storytelling, and implementing national marketing campaigns in close partnership state staff and clubs.

Marketing and Commercial Services Team Profile

Primary Customers

- Commercial Partners
- National Event Athletes and Participants
- Gymnastics Fans

Primary Stakeholders

- Commercial Partners
- Event Funding Partners
- Venue Operations
- Event Partners and Suppliers
- STA Marketing Staff
- Internal GA Staff

Staff

- Commercial
- Events
- Marketing, Storytelling & Digital Engagement

Core Services

- Commercial Partnerships
- Event Management
- Fan Engagement
- Strategic Marketing, Campaigns
- Social Media and Digital Engagement

Budget and Resources

- This role has direct budget responsibility for the Marketing and Commercial Services Budget and must directly report to the approved budget and contribute to assessments and review



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:

Essential

- Relevant tertiary qualifications in Marketing, Communication, Media, Business Development or relevant work experience within high performing organisations
- Strong business and commercial acumen, analytical, critical thinking and problem-solving skills
- A track record of working with securing and managing commercial partnerships alignment on values and priorities and driving commercial growth through an established broad network
- Proven experience in leading, managing and developing teams that consistently perform to a high standard
- Experience growing the profile and brand of sport or not-for-profit organisations through well planned and executed marketing and content campaigns
- Valid and current Working with Children Check and Police Check

Preferred

- Post-graduate qualifications in education, business management or related field
- Experience working in gymnastics or high performing environments within sport, not for profit or commercial sectors
- Working knowledge of the Australian sport system

Values Alignment

Collaboration

- Set the team and organisation up for success, be helpful, and openly share information
- Actively seek opportunities to work together with staff, stakeholders and members
- Listen generously, share what you have heard and learned from others

Excellence

- Seek feedback and data to continually improve what we do and how we do it
- Invest time and energy into your own learning and development, reflect, and be open to feedback
- Focus on your key performance indicators, stick to the strategy

Respect

- Prioritise the safeguarding of children and young people, and protect the integrity of gymnastics
- Provide outstanding customer service, design and deliver exceptional customer experiences
- Build meaningful relationships with your colleagues, members and stakeholders

Commitment to Safeguarding Children and Young People

Gymnastics Australia is committed to protecting children and young people from harm. All employees are required to meet the behaviour standards outlined in our Member Protection and Safeguarding Children and Young People Policies.

As part of your role, you may be required to work with children and young people and make important decisions that affect them. It is your obligation to always ensure their safety and report any concerns that you have, in line with our commitment to the National Integrity Framework. You will be required to regularly provide the necessary working with children and police records.

Gymnastics Australia requires applicants that will work with children or young people to undergo a screening process prior to appointment. This may include interviews and reference checks. Please note that referees should;

- Be able to provide information about the applicant's suitability to work with children and young people
- Have known the applicant for at least 12 months and not be related to the applicant
- Be able to vouch for the applicant's reputation and character

Gymnastics Australia has zero tolerance when it comes to abuse of any kind and will take disciplinary action, including and up to termination of employment, should we determine that abuse has taken place or there has been a failure to report any suspected or alleged abuse in line with the National Integrity Framework.

Location

While it is preferred the role will be based at Gymnastics Australia's office in Albert Park, Melbourne, merit candidates located anywhere within Australia will be considered.

Hours of Work

This is a permanent full-time position. Gymnastics Australia generally operates during business hours Monday-Friday.

There are State and Territory offices based in most Australian capital cities. Gymnastics Australia offers hybrid and flexible working arrangements with set days in the office (minimum 3 days per week) and remote working days upon mutual agreement.

Remuneration Guide

A market competitive remuneration package 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.

Candidates are invited to call Sportspeople Recruitment to discuss salary before applying if that will be helpful in your decision making.

Residency and Immigration

Candidates must be an Australian or resident with a legal right to reside and work in Australia in order to be considered for this position.

Timelines

Final interviews and the appointment of this role are scheduled for September, 2025.

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

Website & Social Media

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

Gymnastics Australia Website: gymnastics.org.au

Facebook: facebook.com/GymnasticsAustralia

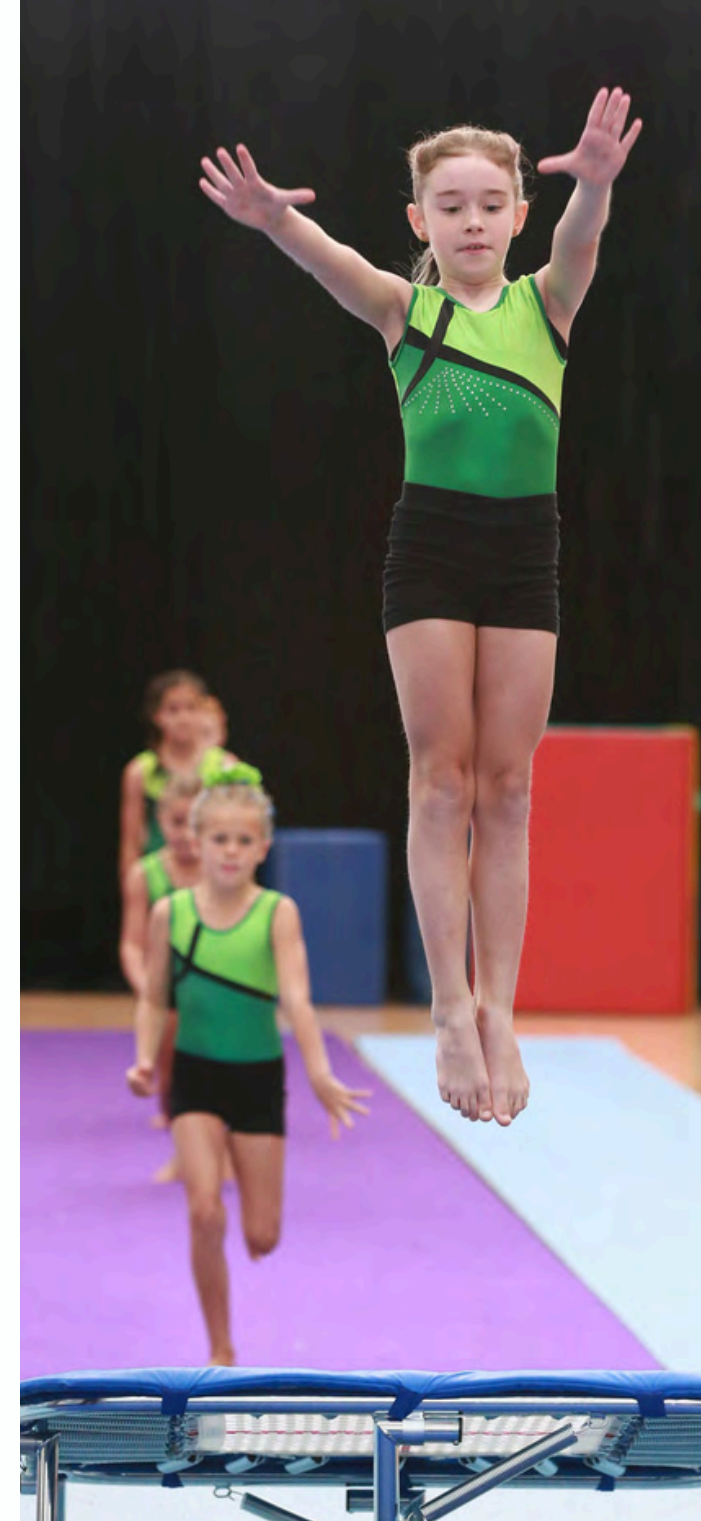
Instagram: instagram.com/gymaustralia

LinkedIn: linkedin.com/company/gymnastics-australia

GA National Risk Protection Programme:
gymnastics.org.au/insurance

Policies:

- [Member Protection Policy](#)
- [Safeguarding Children & Young People Policy](#)



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 14 September, 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 Now 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 or **+61 2 9555 5000** or via admin@sportspeoplerecruitment.com.

About Sportspeople Recruitment

The General Manager Marketing and Commercial Services, Gymnastics 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 Gymnastics Australia as the exclusive search partner for the General Manager Marketing and Commercial Services 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.



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