



Position Description

This position description provides an indicative outline of the purpose and accountabilities of the role. Specific performance objectives, measurements and expectations will be agreed with your Manager.

Position Title	Community Engagement Manager
Department	Marketing
Reports To	GM Marketing
Direct Reports	Nil
Position Type	Full-time
Location	University of the Sunshine Coast (USC), Sippy Downs, Queensland
Date	November 2021

Introduction to Sunshine Coast Lightning

The Sunshine Coast Lightning netball franchise participates in the Suncorp Super Netball (SSN) league. The SSN league is widely recognised as the premier professional netball club competition in the world. Netball is the largest female participation sport in Australia and that dominance is poised to continue with the SSN entering a new broadcast rights deal with Foxtel Group and Kayo Sports from 2022. Lightning prides itself on accelerating the growth of the sport through best practice initiatives and demonstrating excellence both on and off court. Lightning's prominence in the SSN also showcases the Sunshine Coast region to a national and international audience.

The Club has experienced enormous success in its first five seasons, competing in three consecutive SSN Grand Finals, winning back-to-back Premierships in 2017 and 2018, and Minor Premiers in 2019 - making it the most successful start-up professional sporting team in Australian history. It is also the only SSN Club to feature in all five finals' campaigns since the competition's inception.

The Club has been just as successful off-court, attracting a solid membership base, a diverse portfolio of international, national and local corporate partners, repeat sold-out home matches at USC Stadium and incredible engagement with the local community.

At Lightning we pride ourselves on working towards our three key strategic pillars of performance, community and growth. Sunshine Coast Lightning's vision, mantra and values are at the core of the Club and provide the platform for the strong high-performance culture.

Our **Vision** is *"to be a world class club that inspires, excites and values our people"* and we are proud to appoint people who share the Club's vision for performance excellence, both on and off the court.

Our **Mantra** *"above and beyond, for and with, together we strike"* demonstrates our collective approach and how we do it.

Our **Club Values** – *Passion, People, Point of Difference and Purpose* - underpin all that we do, and how we do it. Our Club Values drive our interactions with others, both internally and externally.

Position Purpose

The Community Engagement Manager will be responsible for the planning and delivery of Sunshine Coast Lightning's community engagement strategy to showcase the important role of its players, coaches and staff as leaders and role models, and demonstrate the Club's social and economic impact within the community. The role will also be responsible for identifying and driving new growth opportunities for the Club through the commercialisation of community and education programs. This will include generating revenue from commercial partners, donations, and government grants to raise funds for the Club's community initiatives.

The role will require a high degree of stakeholder management, exceptional communication skills, an ability to build and develop strong partnerships with community, commercial and government organisations.

The role will include collaboration with Melbourne Storm staff to leverage expertise and creativity across both clubs, and ensure objectives from the Storm & Lightning integration plan are met.

Key Responsibilities

1. Community Engagement

- Develop the community engagement strategy to deliver on the Club's strategic pillar of Community, build and promote Lightning's brand and drive commercial growth.
- Develop community and education programs/initiatives and build the commercial framework to seek funding from commercial partners, donations and government grants to deliver the programs, eg, netball associations program, schools program, local community programs, netball clinics, netball skills program (digital).
- Engage with and build strong relationships with local netball associations, local schools, community sports teams, groups and businesses to drive awareness and create excitement around the team.
- Lead proposals for community funding programs with government and other potential funding partners.
- Lead the planning and assist with the execution of the annual tour to regional centres to deliver netball clinics and other community activities.
- Develop and execute charity partnership programs.
- Develop and manage a community activation program for home games at USC Stadium.
- Manage player appearances to deliver programs in line with training schedules and compliance with the Collective Players Agreement (CPA).
- Contribute to the data capture strategy for community programs to grow the club's fan base.
- Manage the community email account to action community requests.
- Review and measure community programs and activities to capture key learnings and explore future opportunities.
- Produce an annual community report highlighting the club's community activities throughout the year.

2. First Nations

- Develop and deliver a dedicated First Nations program to drive cultural awareness and reconciliation.
- Drive the implementation of the Club's Respect Reconciliation Action Plan.
- Represent the Club in Netball Australia's First Nations Champions Group to ensure progress continues towards the "Declaration of Commitment" outcomes.
- Lead the Club's Indigenous Round program including engagement of dress designer, cultural activities & performances and collaboration with Sunshine Coast Council and indigenous organisations.

3. First Aid Officer

Act as one of the nominated First Aid Officers for the Club, which includes:

- Successfully complete First Aid certificate and cardiopulmonary resuscitation (CPR) training with a recognised provider
- Ensure all qualifications remain current and in particular, undertake a CPR refresher training session every year
- Provide initial first aid treatment and emergency care for people who are injured or ill at work
- Determine whether or not the injured or ill person requires immediate emergency treatment or further medical care and make arrangements for an ambulance, a medical practitioner, or hospital to be contacted as appropriate
- Assist with the completion of documentation associated with first aid treatment and workplace injuries
- Ensure confidentiality is maintained in all circumstances other than those directly relevant to provision of the correct treatment
- Review the contents of the first aid kits regularly to ensure they are suitably stocked, in view of their training and health and safety risks on site

Key Relationships

Internal

- CEO
- Coaching, high performance and other athlete support staff
- Commercial, marketing and administration staff
- Athletes
- Melbourne Storm Rugby League Club staff

External

- Netball Australia
- Other teams in the Suncorp Super Netball League
- Australian Netball Competition (ANC) affiliated team
- Netball Queensland
- Sapphires Series league and teams
- USC Thunder

- USC Netball Academy
- Sporting Institutions, eg, Queensland Academy of Sport, Sport Australia
- Sunshine Coast Council
- University of the Sunshine Coast (USC)
- Government organisations
- Commercial partners
- Suppliers and service providers
- Sunshine Coast community
- Members and fans
- Local community representatives and groups
- Local netball clubs & associations
- Local schools

Club Values

All club personnel are responsible for behaving in accordance with, and proudly promoting the Club's values – Passion, People, Point of Difference and Purpose.

- **Passion:** We are passionate about our club and bring energy, emotion, focus and determination to achieve success.
- **People:** We are a club built on family and community values where people are respected as our most important asset.
- **Point of Difference:** We pride ourselves on our uniqueness, diversity and individuality that when combined, give us a competitive edge.
- **Purpose:** Everything we do is for a reason, everything we do has purpose.

These values are integral to the success of our club and they form part of each person's position description and measurements as part of their annual Performance and Development Plans.

Club Expectations

- Take a proactive role in fostering a positive, innovative and high-performing culture within the Club.
- Live the mantra and values of the club, and proactively contribute towards achievement of the Club's vision and strategic plan.
- Contribute to the overall success of the Club through open and honest communication, and role model respect, co-operation and teamwork across the Club.
- Participate in the Performance Development Plan and review process which includes regular review of performance against the responsibilities and performance objectives of the role.
- Perform the responsibilities of the role in a manner which reflects and responds to continuous improvement.
- Act as a positive role model, ambassador and advocate for the sport, nurturing and developing positive relationships that will promote and support the strategic development of Suncorp Super Netball and netball generally.
- Build and maintain close and collaborative working relationships with Netball Australia, other SSN Clubs, club staff and key stakeholders.

- Represent the Club in the utmost professional manner in all dealings.

Personal Skills & Attributes

- Passion for community engagement
- Demonstrate commitment, drive and initiative to achieve club objectives
- Strong communication and stakeholder engagement skills
- Comfortable working in a fast-paced and broadly focused environment/role
- Excellent relationship building and influencing skills
- Works well under pressure and has a strong attention to detail
- Ability to display personal responsibility for transparent decision making
- Strong interpersonal, written and communication skills with a customer service focus
- Exceptional organisation skills and a demonstrated ability to manage time and resources
- Solution focussed with strong problem solving, initiative and issues resolution skills
- Strong desire to drive change and make continuous improvement
- Flexible, adaptable and proactive approach
- High degree of professional ethics and integrity
- Ability to work autonomously and within a team
- Ability to work across the organisation with a customer focused approach

Qualifications, Experience and Licences Required

- Bachelor degree/tertiary qualifications or equivalent experience in a relevant field
- Experience in a similar role with the proven ability to manage and deliver community programs and/or events
- Experience in developing and managing financial resources and budgets, including ability to deliver income/fundraising targets
- Experience working in a community/not-for-profit focused organisation with will be highly regarded
- Proficient in Microsoft 365 applications
- Current open driver's licence
- Blue Card / Working With Children Check (or will obtain)
- Current first aid and cardiopulmonary resuscitation (CPR) certifications (or will obtain)

Aboriginal and Torres Strait Islander people are encouraged to apply.

Financial Delegation

Please refer to the current approved Purchasing Policy delegated authority limits.

Hours of Work

This is a full-time role, however due to the nature of the position and the sport industry, evening and weekend work will be required.

Accreditation

All club personnel need to have National Police Record clearance and a current Blue Card/Working with Children Check, before they are appointed to their role.

Health and Safety in the Workplace

All employees are responsible for:

- Compliance with Club policy, safety systems and applicable health and safety legislation and regulations.
- Reporting any and all conditions or unsafe practices that may affect the health of employees or others to management promptly.
- Recommending improvements to Health and Safety practices.
- Adopting safe work practices that comply with Health and Safety requirements and must not willfully place at risk the health and safety of any person in the workplace.
- Assisting in the timely completion of any corrective action and reporting/investigation procedures.
- Participating in relevant Health and Safety induction, training and other relevant activities.
- Using and maintaining all safety equipment provided.

Managers are also responsible for:

- Ensuring all appropriate actions are taken to implement health and safety policies and procedures and legislative requirements.
- Accepting operational responsibility for health and safety performance within the work areas under their control.
- Effectively communicating health and safety policies, procedures and workplace issues with senior management and employees.
- Supporting the Health and Safety Officer, First Aid Officers and Fire Wardens in fulfilling their responsibilities.

Please note: Sunshine Coast Lightning reserves the right to change job duties and responsibilities outlined in this Position Description at any stage in line with business requirements and needs.