



POSITION DESCRIPTION

Position Title:	General Manager – Marketing & Communications
Reports to:	Chief Executive Officer
Roles Reporting to this:	1
Salary Range:	Commensurate with experience
Start Date:	January 2017
Location:	Sydney Olympic Park
Primary Objectives:	Strategic leadership and implementation of the RLPA's marketing and communications business activity, including stakeholder engagement, media and PR, sponsorship, crisis management, reputation management, communications, brand development, events and digital media content

About the RLPA

The Rugby League Players Association represents Players contracted to play for a Club in the Australian Rugby League Commission, National Rugby League Competition, National Youth Competition, New South Wales Rugby League State Cup Competition, Queensland Rugby League State Cup Competition and Elite Women's competition.

Our Mandate

To protect and advance the interests of future, current and past Rugby League Players and proactively contribute to the development of our Game.

Our Mission

The RLPA and its members strive to act with:

- PROFESSIONALISM in everything we do.
- COURAGE to proactively pursue the best outcomes for future, current and past professional Rugby League Players.
- FAIRNESS to ensure ALL our members enjoy first class sporting workplaces and have the best chance to be successful on and off the field.
- RESPECT for those who have helped develop our Game and our Association.

Our Vision

To ensure the wellbeing and empowerment of all our members and their families, while enabling the RLPA to develop into the most successful Players Association and Rugby League to become the most successful sport in Australia.

The Role

As General Manager of Marketing and Communications you will be responsible for the leadership and management of this area of the RLPA business which is critical to its success as it strives to achieve its Vision. The role will focus on elevating the standing of the Association and its members within the Rugby League industry and more broadly through driving effective communication, stakeholder engagement, media management and growing the RLPA's brand, together with its digital and marketing capabilities, to properly reflect its members and advance their interests. This is a unique opportunity to work at the heart of the Rugby League industry with the collective group of Players to help influence positive change for RLPA members, the Game and broader society.

Knowledge/Experience

Technical Competencies

Mandatory

- Proven leadership experience and skills
- Previous experience in brand communications and marketing in sporting / corporate roles
- Experienced in digital management and strategy implementation across various platforms, including social media
- Strategic thinking and creativity
- Outstanding relationship/account management
- Clear and assertive communication and negotiation skills
- Project Management skills
- Experience in dealing with media
- Excellent presentation skills
- Adoption of new technology trends
- Ability to work collaboratively with all members and staff of the organisation
- Strong administrative, coordination and organisation skills
- Reliability and ability to work autonomously and with confidential information
- Exceptional attention to detail and ability to manage multiple tasks simultaneously to completion on deadline.
- Minimum Bachelor's degree in a relevant field

Personal Competencies

- Team player
- High level of enthusiasm and motivation
- Highly developed communication skills – verbal and written
- Highly developed interpersonal skills
- Strong organisational skills, including time management and priority setting
- Strong work ethic and attention to detail
- Strong leadership capabilities
- Strong decision making skills
- Ability to work to tight deadlines
- The flexibility to travel at short notice to meet business needs
- Ability to keep sensitive information confidential

Key Relationships/Interactions

- RLPA Members (current and past players)
- RLPA Board, Advisory Board, Indigenous Advisory Board
- RLPA Executive
- RLPA Staff
- NRL
- NRL Clubs
- RLPA Commercial Partners
- NRL Broadcasters/rights holders
- NRL Licensees
- Agencies (Advertising, creative, sales, research, digital)

Key Challenges

- The key challenges of this role are:
- Leadership – lead the marketing and communications area to deliver key outcomes for the members and Game
- Strategic Direction – work with the RLPA CEO and Executive to develop, continually evolve and implement the strategic direction of the business
- Commercial revenue – help grow the RLPA commercial revenue, servicing partners which align with the RLPA brand to deliver financial return to the RLPA and players, and grow organisational capacity and financial sustainability
- Licensing Model – develop the GLA rights of the NRL Players to deliver financial revenue to the organisation and the players
- Crisis management – work with the board, CEO and executive team to strategically advise and manage key issues and crisis' to protect the rights and reputation of the RLPA and its members
- Strategic Communications – oversee communications for all key stakeholders to proactively communicate key messaging and strategy of the RLPA
- Media and PR – management of media and PR relationships and campaigns to drive positive collective reputation outcomes and awareness for members and the RLPA
- Marketing and events – develop the RLPA marketing and events program to
- Player Advocacy – support the RLPA executive in developing key strategies to advocate on behalf of the members to protect their rights and interests
- Brand – develop the RLPA brand to be a strong, respected and understood brand within the sporting industry and broader consumer markets
- Digital – develop sustainable, respected digital platforms that share player stories and grow audience to support player and RLPA journey, providing audience support and empathy leading into CBA negotiations, and engage consumers for commercialisation of platforms

Key Accountabilities	
Key Result Areas	Major Activities
Management and oversights of RLPA internal and external communications / public affairs	<ul style="list-style-type: none"> • Develop management responses to key issues impacting on the RLPA and its members and staff • Provide issues management assistance to members, player agents and other NRL stakeholders as required • Develop strategies and initiatives that proactively promote the messages of the RLPA on issues that impact on the interests and public perception of the RLPA, its members and other stakeholders • Responsible for development and implementation of public affairs / media strategy and relevant components of the RLPA strategic plan • Providing public relations strategy and support for Ladder program • Promoting NRLRLPA and player community based initiatives and activities • Responding to requests for involvement from community organisations. • Responsible for development and publishing of all RLPA communications including annual reports, member updates, handbooks, information materials and magazines • Ensuring consistency of all RLPA published materials with branding specifications • General correspondence from members of the public • Provide advice to RLPA Board and staff on RLPA initiatives and projects and roll out of communication across organization
Development and implantation of RLPA digital strategy	<ul style="list-style-type: none"> • Development and implementation of RLPA digital media strategy to build RLPA brand • Responsible for overseeing management of RLPA social media platforms, website and online communications including strategy development, publishing and promotion • Responsible for overseeing development and implementation of RLPA social media strategy • Responsible for development and activation of RLPA media properties in
Implementation of RLPA marketing and commercial strategy	<ul style="list-style-type: none"> • Develop and promote the RLPA brand through its media, digital and communications strategy to improve the public perception of members and promote the RLPA's strategic objectives

	<ul style="list-style-type: none"> • Implementation of a systematic RLPA and NRL player brand building and management program • Lead strategic direction for RLPA to build commercial business opportunities and drive revenue streams • Proactively develop relationships and partnerships with industry stakeholders to incrementally build commercial value for players and industry
<p>Development and commercialisation of RLPA events, programs and media assets</p>	<ul style="list-style-type: none"> • Responsibility for portfolio of successful RLPA events which further the strategic objectives of the Association • Identification and building new RLPA event and media assets across all forms of traditional and new media • Development of commercial arrangements with event partners, managers, sales agencies and other third parties to optimise event activities.
<p>Management and oversight of NRL/RLPA licensing programs</p>	<ul style="list-style-type: none"> • Oversee the development and implementation of programs which involve the activation of group commercial rights pertaining to NRL players in conjunction with NRL, Clubs, sponsors, licensees and media partners • Ensure dual IP licensing program is carried out in accordance with CBA and RLPA strategic objectives, including regular planning and reporting arrangements with the NRL and licensees • Develop and manage relationships with key personnel, licensees and commercial partners involved in dual licensing program. • Oversee administrative procedures to ensure NRL/ RLPA licensing and marketing program is administered in an efficient manner
<p>Strategic development and management of key stakeholder relationships (internal & external)</p>	<ul style="list-style-type: none"> • Promote collaboration across of RLPA business units and personnel to facilitate involvement and collective pursuit of RLPA marketing and commercial strategy and activities • Develop effective business relationships with NRL accredited player managers to deliver value and optimise player involvement in RLPA led commercial activity • Develop effective business relationships with NRL Media, Digital, Marketing and Commercial Operations Department personnel to maximise opportunities for collaboration and optimisation of RLPA commercial objectives • Maintain ongoing dialogue with club media and commercial managers and related staff as required • At the direction of the CEO participate in RLPA Board meetings • Meet with members of the RLPA Board, Advisory Board and Delegates as required • Manage relationships with RLPA external consultants and advisors

<p>Management and supervision of direct reports</p>	<ul style="list-style-type: none"> • Supervise and maintain ongoing management and leadership relationship with direct reports • Conduct annual performance review of direct reports and make recommendations to CEO of salary reviews where appropriate • Provide ongoing coaching and development to direct reports • Make recommendations to CEO as to appropriate professional development initiatives for direct reports
<p>Contribution to strategic direction and general management of the Association</p>	<ul style="list-style-type: none"> • Management of strategic and operational imperatives as directed by the RLPA CEO • Active leadership involvement in development, evaluation and implementation of RLPA strategy, budgeting and resourcing activities as a member of the senior management team • Work within a team and provide support to CEO and other staff as required

Term

The successful candidate will be employed under a contract inclusive of a four month probationary period.

Applications

To apply please submit your resume including an application letter (total of 4 pages) in Word or PDF format by 5pm (Sydney time) Thursday 29 December. Please email your application to work@rlpa.com.au

A copy of the RLPA Strategy and Vision is available in the careers section of our website www.rlpa.com.au or you can request a copy via email to work@rlpa.com.au.