

Collingwood Football Club

JOB DESCRIPTION



Position Title/Department: Activations Coordinator

Reporting Manager: Senior Activations Manager

Position Objective

The Activations Coordinator is responsible for the design, management and execution of fan engagement and venue operations across AFL & AFLW match days, as directed by Senior Leadership.

The Activations Coordinator will work with internal and external stakeholders, developing strong relationships, to create memorable and exciting fan experiences at all Collingwood matches. This role focuses heavily on the end-to-end project management of fan initiatives and event operations in a way that is compliant, safe and operationally sound.

Responsibilities

Overview

- Project management of initiatives of fan facing experiences across all business streams, including but not limited to Melbourne and interstate open training and concourse fan zones, family days, collaborative fan activations and kids' clinics with the support of senior leadership.
- Lead the delivery of AFLW match day operations, including the coordination of temporary infrastructure, venue operations, and match operations.
- Budget management of all key projects.
- Other duties and projects as directed by senior leadership.

Activations & Fan Experiences

- Create memorable and exciting fan experiences at all Collingwood match days and fan-facing events delivering initiatives focussed on engaging fans and driving attendance growth.
- Coordinate logistics of fan experiences including but not limited to suppliers, partners, signage, mascot suits and staff, both paid and volunteer.
- Collaborate with internal stakeholders to maximise value and experience of fan initiatives.
- Coordinate AFL official accreditation processes for event staff volunteers and suppliers.
- Compile all documentation including but not limited to run sheets, bump in schedules, site maps, post-match reports, and risk assessments.
- Ensure all activation operations are managed in a compliant, safe and operationally sound manner.

Event Operations (AFLW Match Days)

- Lead the delivery of AFLW match days, including the coordination of temporary infrastructure, venue operations, and match operations.
- Lead the planning and execution of venue setup, ensuring that all necessary infrastructure is in place and operational for events.
- Management of operational staff (*paid and volunteer*) both in the lead up to and on event day, including scheduling, rostering, task management, bump in and bump out.
- Perform comprehensive risk assessments to ensure the safety of all stakeholders, including staff, players, and fans, and ensure that all operations comply with safety regulations and operational standards.

- Ensure timely and effective communication with all stakeholders to manage expectations, resolve operational issues, and ensure smooth event delivery.
- Serve as the key point of contact with external suppliers, including venue contractors and other service providers both in the pre-event planning stage as well as the on-site execution across match days (noting this work will occur on weekends).
- Evaluate event delivery, identifying areas for improvement and work with the senior leadership team to implement operational changes as needed.

Stakeholder Management

- Coordinate and liaise with external and internal stakeholders to arrange smooth facilitation of match days or fan events including but not limited to AFL/W Club representatives, suppliers and councils.
- Support senior leadership in building relationships and act as key day-to-day contact with internal and external stakeholders for fan experiences and match day operations.

General

- Strong budget management ensuring adherence to all budgets set by senior management, finding opportunities for cost reduction and budget maximising as well as timely processing of all invoices.

Child Safety Standards

The Collingwood FC has a commitment to ensure we provide professional, safe and enjoyable environments to children and young people who participate in our game.

The executive and management of our organisation are responsible for undertaking recruitment and ensuring that our processes and systems are robust and thorough, as well as being communicated and understood internally. Our recruitment process includes meeting and engaging with a variety of key people from across the organisation as well as completing thorough verification checks.

As part of our comprehensive recruitment process, we ensure that all safety and legislative checks such as working with children checks, criminal background checks, employment and personal reference checks are completed to ensure anyone working for the AFL is fit for the role they are employed in, prior to commencing employment.

The Collingwood FC takes the safety of children and young people very seriously and reviews all process and procedures in line with current state and federal legislation.

Values & Behaviours

The employee is aware and will continue to strive and behave according to CFC's values – **DO BETTER, SIDE BY SIDE, A NEST FOR ALL, and FLY HIGHER.**

DO BETTER - I commit to take deliberate actions to address racism when I see it. At Collingwood we acknowledge the rights of the first peoples of Australia and that racism has no place in society.

SIDE BY SIDE – I commit my best to a high performing team. At Collingwood we celebrate the wins and stick together through times of adversity.

A NEST FOR ALL – I champion and respect, diversity and inclusion to make others feel part of the Black and White. At Collingwood we look out for each other, and those in need, as part of our commitment to provide a safe and welcoming club for all.

FLY HIGHER – I make the most of my opportunities to drive excellence for myself and the team. At Collingwood we strive for success

Skills and Competency Matrix

Proficiency Level Legend:

- **Foundational:** Basic understanding and limited experience.
- **Intermediate:** Solid understanding and practical application.
- **Advanced:** Expert-level knowledge and leadership in the area.
- **Required:** Mandatory adherence to organisational values and standard

Competency Area	Essential Skills/Knowledge	Proficiency Level	Weight (%)	Example Behaviours/Indicators
Fan Engagement & Activations	Designing fan experiences; logistics coordination; compliance and safety	Advanced	30%	Oversees match day entertainment and production; ensures creative outputs align with brand standards
Event Operations (AFLW Match Days)	Venue setup; temporary infrastructure; operational staff management	Advanced	25%	Develops and implements activations that strengthen fan connection and deliver memorable experiences
Project Management & Documentation	Run sheets; risk assessments; site maps; post-event reporting	Intermediate	15%	Manages budgets effectively; identifies cost-saving opportunities; ensures timely invoice processing
Budget & Financial Management	Budget adherence; cost optimisation; invoice processing	Intermediate	10%	Builds strong relationships with councils, venues, and suppliers; ensures compliance with AFL and venue requirements
Stakeholder & Relationship Management	Internal and external collaboration; supplier coordination; AFL compliance	Intermediate	10%	Prepares accurate operational documents; ensures timely submission to AFL and stakeholders
Volunteer & Staff Coordination	Scheduling; rostering; task management	Intermediate	5%	Provides direction to supporting staff; ensures seamless coordination across departments
Values & Behaviours	Commitment to club values; diversity & inclusion; child safety	Required	5%	Models club values; ensures inclusive and safe event environments