

# Collingwood Football Club

## JOB DESCRIPTION



**Position Title/Department:** Activations Lead

**Reporting Manager:** Senior Activations Manager

### Position Objective

The Activations Lead is responsible for the delivery of exceptional fan engagement across all AFL and AFLW match days. Reporting to the Senior Activations Manager, this role drives the planning, and execution of impactful fan experiences that embody Collingwood's brand and values.

The Activations Lead oversees all match day activations, managing project timelines, budgets, and stakeholder relationships to ensure high-quality, innovative, and compliant fan initiatives. They provide direction and guidance to the Activations Coordinator and other supporting staff, ensuring every fan experience is executed seamlessly, safely, and to the highest operational standard.

### Responsibilities

#### Overview

- **Match Day Production & Theming:** Oversee the end-to-end execution of AFL & AFLW home games, under the creative direction of the Senior Activations Manager. The Lead ensures all entertainment, production, and branded elements meet Collingwood's brand guidelines and deliver innovative, high-quality fan experiences.
- **Fan Activations & Engagement:** Drive the development and implementation of match day activations, fan experiences, and engagement initiatives that align with the Club's brand, strengthen connection, and optimise sponsor and stakeholder value.
- **Budget Management** of all key projects.
- **Stakeholder & Relationships:** Manage and coordinate internal teams, external suppliers, and key stakeholders, fostering collaboration, effective communication, and strong relationships to support strategic objectives and flawless match day delivery.
- Other duties and projects as directed by senior leadership.

#### Match Day Production + Theming

- Collaborate with the Senior Activations Manager to develop the end-to-end match day creative assets in partnership with the internal design team and external creative agencies. Oversee the delivery of branded elements for home game venues at the MCG, Marvel Stadium, and Victoria Park, ensuring all creative outputs comply with Collingwood's brand guidelines.
- Lead the design and execution of the entertainment and production for AFL and AFLW home games, including match day hosts, on-field activations, music, and production. Drive innovation and consistency across all elements to deliver an engaging, high-quality match day experience that reflects Collingwood's brand.

#### Activations & Fan Experiences

- Partner with Senior Leadership to develop and implement match day strategies and execution plans that align with the Club's fan engagement objectives.
- Lead the preparation and coordination of all operational documentation, including run sheets, bump-in schedules, site maps, and risk assessments, ensuring accurate and delivered to deadlines.

- Oversee the collation and submission of required documentation for the AFL, venues, and external stakeholders, ensuring compliance and timely delivery.
- Drive the creation of memorable and engaging fan experiences across Collingwood's AFL & AFLW match days and non-match day events, ensuring each activation reflects the Club's fan engagement objectives.
- Manage match day experiences collaborating with various departments across the business to deliver an on-field experience for members and partners to fulfil allocations for all AFL & AFLW home and away matches including guard of honour and junior mascots.

#### Stakeholder Management

- Lead coordination with internal and external stakeholders to ensure seamless planning and delivery of match days and fan events, including suppliers, councils, and other partners.
- Develop and maintain strong relationships with key external stakeholders to enhance collaboration, influence outcomes, and support the delivery of exceptional fan experiences.
- Support Senior Leadership in strategic relationship management, serving as the primary day-to-day contact for internal teams and external partners related to 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
<b>Match Day Production &amp; Theming</b>	End-to-end event execution; creative asset delivery; brand compliance	Advanced	30%	Oversees match day entertainment and production; ensures creative outputs align with brand standards
<b>Fan Engagement &amp; Activations</b>	Fan experience design; engagement strategies; sponsor value optimisation	Advanced	20%	Develops and implements activations that strengthen fan connection and deliver memorable experiences
<b>Budget &amp; Financial Management</b>	Budget planning; cost optimisation; invoice processing	Advanced	15%	Manages budgets effectively; identifies cost-saving opportunities; ensures timely invoice processing
<b>Stakeholder &amp; Relationship Management</b>	Internal and external collaboration; supplier coordination; AFL compliance	Intermediate	15%	Builds strong relationships with councils, venues, and suppliers; ensures compliance with AFL and venue requirements
<b>Operational Planning &amp; Documentation</b>	Run sheets; risk assessments; site maps; compliance documentation	Intermediate	10%	Prepares accurate operational documents; ensures timely submission to AFL and stakeholders
<b>Leadership &amp; Team Coordination</b>	Guiding Activations Coordinator; cross-functional collaboration	Intermediate	5%	Provides direction to supporting staff; ensures seamless coordination across departments
<b>Values &amp; Behaviours</b>	Commitment to club values; diversity & inclusion; child safety	Required	5%	Models club values; ensures inclusive and safe event environments