

Schedule 1 – Job Description



Collingwood Football Club Job Description

Position Title/Department: Club Integration Manager

Reporting Manager: Group Account Director, Events and Activations

Position Objective

The Club Integration Manager is responsible for leading strategic, cross-departmental initiatives that enhance the impact and visibility of Collingwood Football Club's charity partnerships, themed match days and major club projects. This role fosters collaboration across internal teams and external stakeholders to deliver integrated, measurable outcomes that align with the Club's values and strategic priorities. Through project leadership and stakeholder engagement, the position ensures that Club-wide initiatives are executed with excellence, shared value, and meaningful connection.

Responsibilities

General

- Lead mutually beneficial partnerships with key club charity partners, ensuring the impacts and outcomes offer shared value for both parties.
- Lead Internal working groups for collective Club projects, integrating departments and priorities to achieve cross collaborative and shared objectives throughout the year.
- Lead priority internal cross departmental projects including but not limited Gather Round, Finals Working Group and the AFLW Season Working Group to ensure collective objectives are set, achieved and evaluated. Work in conjunction with the Events and Activations team to bring collective club projects to life on a match day across both the AFL and AFLW game days and in the weeks leading up to the games.
- Work in conjunction with the Events and Activations team, and the wider business, to bring together plans for interstate partnerships and associated outcomes.
- Provide internal stakeholders with ongoing communications to clearly articulate the project planning and execution as well as post-reporting to ensure the Club has extensive records for future projects
- Provide external stakeholders with measurable, targeted impact reports, continually innovating and demonstrating growth.
- Setting budgets P&Ls for all projects, budget tracking and management and reporting back to internal budget owners
- Match Day and major event work supporting the wider Events and Activations team
- Other duties and projects as directed by senior leadership.

Stakeholder Management

- Establish and maintain strong relationships with key stakeholders including but not limited to Fight MND, Peter MacCallum Cancer Centre, the RSL, the AFL, all relevant AFL Clubs and all internal departments to ensure collaboration and measurable outcome are achieved.
- Work collaboratively with internal teams on themed match days where the partner outcomes sit with the Community Foundation and People and Culture Teams including Barrawarn, A Nest for All and Pride Round. Assisting with the integration of match day operations and project management framework.
- Lead themed One-Club events including ANZAC Day, Big Freeze and Sir Doug Nicholls Round, integrating with internal depts and external partners to educate and create meaningful connection to the upcoming round.
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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 processes and procedures in line with current state and federal legislation.

Values & Behaviours

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