



## Little Athletics Victoria

### Membership & Development Director (Board of Management)

#### Job Description

The Membership & Development Director is responsible for ensuring that Little Athletics remains a strong and viable sport in comparison to competitor activities across Victoria. The committee should review operating environments and programs whilst reviewing growth opportunities in new areas. The promotion and development of our organisation and the sport of athletics is paramount in formulating and identifying new and invigorative initiatives within the community.

#### Responsibilities:

- Managing the administration of LAVic is the first and foremost duty of the President and every Director.
- Working on different membership programs and policies and executing implementation for the benefit of the Association, Regions, Centres, Clubs, Athletes and Volunteers alike.
- Serving as the representative of the Membership & Development Committee which ultimately provides the link between the Association, Regions, Centres, Clubs, Athletes and Families.
- Liaise with Directors and the General Manager in the development and implementation of strategic operational plans and activities both short and long term.
- Collating market intelligence and developing reports in relation to strategies to grow LAVic business in both existing and new growth areas.
- In conjunction with growth strategies form alliances with local and state government to ensure venues and facilities are State of the art resources.
- Measuring current operating efficiencies and deficiencies by surveying existing members along with those who have not renewed their memberships.
- Sourcing and managing promotional opportunities which ultimately provide greater community awareness and recruitment.
- Assessing competitor activity from other sports which provides information on programs, costs, products and ultimate threats to the ongoing operations of LAVic.

- Developing strategies for continued growth of Little Athletics in Victoria including program launches, promotional campaigns and interactive site opportunities.
- Identifying and formulating growth strategies for continued expansion of Little Athletics in Victoria in designated growth corridors and regional areas.
- Design and update a 'Program/Services Analysis & Comparison Report' each year to visualise differences in operation costs versus investment on Membership & Development programs year on year.
- Identifying and reporting on areas of potential risk to Little Athletics which may threaten earning capacity and membership generation/retention.
- Review registration numbers at metropolitan Centres and analyse local statistics in an effort to increase participation.
- Review and regulate the transfer LAVic policy, ensuring all stakeholders are aware of the current process.
- Implement an overall strategy to assist Regions in the governance, development, operations and profitability of their designated areas including joint opportunities with LAVic.
- Assessment of submissions for the annual Region Development fund in Association with the Board of Management and General Manager.
- In conjunction with Royal Children's Hospital Appeal partnerships ensure revenue promotion and generation throughout each season and liaise with key personnel.
- Arrange and coordinates the Royal Children's Hospital 'Good Friday Appeal' interactive site each year and appropriate fundraising generation throughout the day.
- In conjunction with Ronald McDonald House fundraising ensure revenue promotion and generation at designated events and liaise with key personnel.
- In conjunction with the Membership & Development Committee will be responsible for the coordination of merchandise logistics and sales at each State Championship event.
- Will be required to organise promotional activities and campaigns to generate interest, enthusiasm and attendance at the Centrefest, Minifest and Gala Awards Dinners.
- Is responsible for the criteria, assessment, promotion and feedback in relation to annual 'Membership Awards'. These also need to be promoted with high importance and integrity throughout the Little Athletics community.

<b>Skills:</b>			
<b>Key Skills:</b>			
<ul style="list-style-type: none"><li>As the representative for membership programs needs to be fully aware and competent with the technicalities and operating procedures relative to Clubsonline registrations.</li></ul>			
<b>Term</b>	2 years	<b>Elections</b>	July 2011 (odd years)