



## Position Description

This position description provides an indicative outline of the purpose and accountabilities of the role. Specific performance objectives, measurements and expectations will be agreed with your manager.

<b>Position Title</b>	Retail & Merchandise Manager
<b>Department</b>	Marketing, Digital and Data
<b>Reports To</b>	Chief Marketing Officer
<b>Direct Reports</b>	Nil
<b>Position Type</b>	Full Time – Maximum Term Contract (Parental Leave Cover) 12 Months
<b>Location</b>	Melbourne
<b>Date</b>	April 2024

### Introduction to Melbourne Storm

Melbourne Storm is an Australian professional rugby league club playing in the National Rugby League (NRL) competition. It is the only NRL team based in Victoria.

Our Vision is *“to be the best and most respected professional sports organisation in Australia”* and we are proud to employ people who share the Club’s vision for performance excellence, both on and off the field.

Our Club Values –*Accountability, Hard Work, Respect, Family, and Passion* - underpin all that we do, and how we do it.

We aim to create a working environment that provides challenges and rewards that bring out the best in people and fosters the *“purple pride”* within, as we achieve our Club Purpose – *“to experience the thrill of competing and winning together.”*

### Position Purpose

This role is responsible for managing all of the retail merchandise offerings ranging from apparel, memorabilia, and other licensed products.

The Retail & Merchandise Manager will work closely various departments and internal stakeholders to deliver a strong retail program, with a focus on revenue, achieving budgets and apparel fulfillment across the club. The role will manage key stakeholders including the NRL, suppliers and partners to bring the retail program to life.

*Melbourne Storm currently works in partnership with an external retail partner to deliver our program across the online store and in-venue. This role is not required to manage retail ordering.*



## Key Responsibilities

### Apparel

- Champion the relationship with the Club's official apparel partner to ensure the partnership is executed efficiently and the Club's brand is consistently represented.
- Manage the end-to-end delivery of the Club's annual apparel range (annually) based on high performance requirements for all players and staff.
- Manage all elements of the apparel production process alongside the Club's official partner, from design, quality control, ordering, allocation and delivery.
- Collaborate across key club departments to ensure all requirements are met including football, sponsorship and brand.

### Retail

- Manage the planning and delivery of Melbourne Storm Retail program across E-commerce and game day in partnership with our external Retail Partner
- Manage the retail budget and be accountable for achieving revenue targets in partnership with our external Retail Partner
- Champion the relationship with the Club's official Retail Partner to:
  - Ensure regular reporting is delivered.
  - Develop and deliver new initiatives to drive online sales and meet the needs of the Club's members and supporters.
  - Ensure the online store is on brand with a strong focus on UX and e-commerce best practice.
  - Ensure product ranges and stock levels align to the demands of our customers.
  - Develop an annual marketing program to drive retail sales.
- Work with the broader marketing team to create innovative campaigns to leverage club channels and maximise key gifting/ sales periods.
- Collaborate across the Club on other retail integration and growth opportunities.
- Manage the Club's online Auction Program.
- Manage Club Memorabilia Program.

### Other

- Develop and maintain relationships with NRL and other partners to deliver retail outcomes and ensure integration where appropriate.
- Work with the NRL to ensure compliance across the club apparel and retail programs.
- Work with other NRL retail partners to maximize club revenue opportunities & royalties.
- Support the delivery of sponsorship rights and benefits as required.
- General administration duties as required.
- Represent the Club in a professional manner at all times. Manage adequate stock on behalf of the Club to fulfil promotional and gifting requirements.



## Key Relationships

### Internal

- Chief Marketing Officer
- Senior Designer
- Graphic Designer
- Head of Marketing
- Marketing, Digital and Data Team
- Commercial Team
- Membership and Consumer Team
- Finance and Administration Team
- People and Culture Team
- Football Department
- Players

### External

- MOPT
- Melbourne Storm's official apparel partner
- Melbourne Storm's official retail partner
- NRL
- External Providers
- Artists

## Key Skills & Attributes

- Strong written and communications skills.
- Excellent relationship building and influencing skills.
- Strong problem solving and issues resolution skills.
- Ability to work in a fast-paced environment while juggling multiple priorities.
- Excellent organisation and time management skills.
- Strong accuracy and attention to detail.
- Flexible, adaptable and proactive approach.
- Ability to work across the organisation with a customer focused approach.
- High degree of professional ethics and integrity.

## Club Values

All employees are responsible for behaving in accordance with, and proudly promoting Melbourne Storm's Club values – Family, Respect, Accountability, Hard Work and Passion.



- **Accountability:** Know your role - do your role. Take ownership to get the job done together.
- **Hard Work:** Demonstrate focus, courage, determination and resilience to achieve each and every time.
- **Family:** We are a family club, built on care, support, inclusion and unity.
- **Respect:** We are all in this together. Treat everyone as an equal, be humble, be gracious and fair.
- **Passion:** Get the most out of your time – bring the right energy and emotion, embrace the “purple pride”.

### Financial Delegation

Please refer to the current approved Purchasing Policy delegated authority limits.

### Qualifications, Experience and Licences Required

- High level of experience with working in retail, merchandise or marketing.
- Must be familiar working with financial and numeric targets.

*Please note that all Melbourne Storm staff will need to meet NRL accreditation/registration requirements, which includes National Police Record clearance, before they are appointed to their role.*

### Health and Safety

All employees are responsible for:

- Compliance with the company policy, safety systems and applicable health and safety legislation and regulations.
- Reporting any and all conditions or unsafe practices that may affect the health of employees or others to management promptly.
- Recommending improvements to health and safety practices.
- Adopting safe work practices that comply with health and safety requirements and must not willfully place at risk the health and safety of any other person in the workplace.
- Assisting in timely completion of any corrective action items and reporting / investigation procedures.
- Participating in relevant health and safety induction, training and other relevant activities.
- Use and maintain all safety equipment provided.

*Please note: Melbourne Storm reserves the right to change job duties and responsibilities outlined in this Position Description at any stage in line with business requirements and needs.*

