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# Position Description

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Membership  
Assistant – Sydney  
Thunder

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Updated: September 2019

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**CRICKET NSW**

<b>Membership Assistant – Sydney Thunder</b>	
<b>Position Details</b>	
<b>Department:</b> Sydney Thunder <b>Reports to:</b> Membership, Ticketing & Hospitality Manager	<b>Positions Reporting to this Position:</b> Nil <b>Location:</b> Sydney Olympic Park, NSW

### Primary Purpose of the Position

The Membership Assistant is a support for the Membership, Ticketing and Hospitality Coordinator, assisting with sales support and membership admin work.

### Organisation Environment

Cricket NSW is the peak state sporting organisation responsible for the governance, development, promotion and administration of cricket throughout New South Wales.

The **purpose of CNSW is to inspire everyone to love cricket**. To achieve this purpose, Cricket NSW has three key focus areas

1. Fans – No. 1 for fans
2. Participants and volunteers – No. 1 for participation
3. Elite players and teams – No. 1 in all formats

### Team Environment

Sydney Thunder is a team for all people of the Thunder Nation. With an ever-expanding community presence in Western Sydney and Regional NSW, Thunder strives to grow the game of cricket while being a leader in community engagement. Thunder celebrate culture and embrace diversity, our year-round community programs engage with over 150,000 members of the Thunder Nation and allow the club to make sustainable social change, both locally and overseas.

The KFC BBL is non-stop entertainment from start to finish, with something to keep everyone in the family entertained. Last season Sydney Thunder played home games at Sydney Showgrounds Stadium and Manuka Oval with more than 87,000 in attendance and an average audience of 906,380 watching at home. The 2018/19 WBBL season attracted 135,861 fans across the 59-game season as records tumbled, with an average of 2,384 fans turning out per match, the highlight of the season coming in the Final with a sell-out crowd of 5,368 witnessing the first ever standalone WBBL Final. The club's core values are:

We do it the right way:

- We are authentic and genuine
- We are respectful, generous and grateful

We are united as one:

- We are one club – The Green Army
- We are unified by our purpose

We stamp our mark:

- We find a way
- We redefine normal

## Key Responsibilities

### Membership Operations

- Carry out day-to-day administration, including answering inbound calls, making outbound calls, managing membership email inbox, general member and fan enquiries
- Membership processing (forms, online, over the phone, at match) and event registrations
- Processing and operational coordination of club member program
- Payment processing (cash, cheque, EFTPOS, credit card)
- Facilitating outbound call campaigns (including extraction data and call outcome tracking)
- Managing payment plan compliance (including follow up communications)
- Assisting with Member pack fulfilment files

### Sales Support

- Making outbound calls and generating sales for the Club's Membership and Group Ticketing programs
- Generate new leads and build database to maximise Group Ticket sales

### Customer Service

- Ensuring that high levels of customer service and engagement are adhered to
- Ensure adherence to Privacy and Spam laws

### Match Day & Events

- Set up and oversee membership marquee
- Assist Membership, Ticketing & Hospitality Coordinator with Social Club
- Supervising match day membership staff (casuals and volunteers)
- Working all Thunder Sydney based WBBL and BBL games, practice matches and events as required
- Assistance with membership activations at events

## Behaviours

### Australian Cricket Key Behaviour Indicators



## Key Challenges

- Growing membership in a sport that does not have a history in this area.
- Managing profitability against brand building and gross membership.
- Identifying revenue streams and converting.
- Multitasking under time pressure.

## Key Working Relationships

### Internal

- GM – Sydney Thunder
- Membership, Ticketing and Hospitality Coordinator – Sydney Thunder
- Sydney Thunder Admin Staff
- Sydney Thunder players, coaching and support staff

### External

- Third party suppliers
- Members

## Knowledge, Skills and Experience

- Strong interest in Sales and Membership
- Strong desire to start a career in sport
- Intern and other experience in Sales and/or Membership is seen as favourable
- Highly motivated with a willingness to learn and develop
- Superior communication skills
- Highly organised, efficient and a structured thinker
- Team player with the ability to work with varied stakeholders
- Ability to work extended hours in season

## Child Protection

It is your duty to comply with NSW Child Safety Standards which are designed to protect the welfare of children involved in the sport of cricket. As part of your duty, you must recognise that children need special care and attention that you will provide as you will be committed to protecting and prioritising the safety of children.

## Governance

It is your duty to comply with Cricket NSW policies and procedures which set out governance standards and manage risks for our organisation. You are responsible for being aware of and complying with the policies and procedures.

## Duties under Work Health and Safety Requirements

We are committed to protecting the health, safety and wellbeing of all of those that work with us. Your duties are to:

- Comply with all Cricket NSW policies, procedures and relevant legislation
- Comply with all reasonable instructions from managers in relation to health and safety
- Take reasonable care of your own health and safety
- Ensure your actions or omissions do not adversely affect the health and safety of other persons
- Report any hazards, near misses and incidents to your manager and complete the required formal report mechanism
- Complete relevant health and safety training.

## Acknowledgement

The list of key responsibilities and key results areas herein are not intended to be all inclusive and may include additional responsibilities as required and assigned.