

## Position Description – Australian Fencing Federation

**Position Title:** National Participation Manager

**Reports To:** President / AFF Board

**Location:** Remote

**Employment Type:** Part-Time, 0.6 FTE

**Remuneration:** TBA

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### Position Summary:

The Australian Fencing Federation's Participation Manager will be responsible for increasing participation in fencing across Australia by developing and implementing strategies that engage new members, retain existing ones, and foster positive relationships within the fencing community. This role involves liaising with various stakeholders, including local clubs, schools, and member states, to promote the sport and ensure high participant engagement.

The ideal candidate will focus strongly on participant relationship management, actively seeking to understand the needs of current and potential participants while promoting growth initiatives that increase engagement in fencing.

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### Key Responsibilities:

- **Participation Growth:**
  - Develop and implement national strategies to increase participation in fencing at all levels (grassroots, schools, community, etc.).
  - Work with member states and clubs to identify opportunities to grow their membership base.
  - Facilitate programs and partnerships that promote fencing in schools and local communities.
- **Participant Relationship Management:**
  - Build and maintain productive relationships with high-priority participants, including clubs, coaches, schools, and new participants.
  - Ensure the needs of both internal (clubs, members) and external (potential participants, sponsors) participants are met.
  - Take accountability for participant satisfaction, developing strategies to increase loyalty and engagement.
- **Marketing & Promotion:**
  - Assist in developing and executing promotional campaigns to increase visibility of fencing in Australia.
  - Collaborate with the communications team to produce engaging content that highlights fencing events, success stories, and participation opportunities.

- **Program Development:**
  - Lead initiatives such as 'Come and Try' sessions, school programs, and national participation days aimed at growing the sport.
  - Monitor the success of these programs and refine them based on feedback and participation trends.
- **Stakeholder Collaboration:**
  - Act as the key point of contact for Member States, facilitating collaboration and support to promote participation.
  - Work closely with internal teams, including development, marketing, and operations, to ensure alignment on participation goals and initiatives.

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#### Key Competencies:

- **Builds Relationships:**
  - Demonstrated ability to build strong relationships with participants, ensuring their needs are consistently met.
  - Proactive in preventing and resolving complaints, using effective interpersonal communication to maintain and restore customer confidence.
  - High level of accountability for participant satisfaction and loyalty, understanding that positive relationships drive engagement and growth.
- **Strategic Thinking:**
  - Ability to develop and execute participation strategies that align with the Australian Fencing Federation's goals.
  - Analytical mindset to assess participation data and trends, using these insights to inform future initiatives.
- **Communication:**
  - Strong verbal and written communication skills, with the ability to engage diverse stakeholders.
  - Skilled in conveying the benefits of fencing participation to various audiences (clubs, schools, potential participants).

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#### Qualifications & Experience:

- Proven experience in customer relationship management, ideally within the sports or recreation sector.
- A background in participation development or community engagement, with a focus on promoting physical activities.

- Strong interpersonal skills, with experience in conflict resolution and maintaining stakeholder loyalty.
  - A passion for sport and an interest in promoting fencing as a key sport in Australia.
  - Familiarity with the Australian sporting landscape and participation trends.
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**Other Requirements:**

- Availability for occasional travel to fencing events, clubs, and schools across Australia.
  - Ability to work collaboratively in a team environment and independently when required.
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This role provides a unique opportunity to shape the future of fencing in Australia by engaging diverse communities and promoting increased participation in fencing. If you are passionate about community relationships, sports development, and building community engagement, we encourage you to apply.

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**How to Apply:**

Please submit your resume and a cover letter outlining your relevant experience to [president@fencing.org.au](mailto:president@fencing.org.au)