



## Sydney Swans Fan Growth Lead

### WHY CHOOSE THE SWANS?

- Admired Australian sporting team
- Inclusive and flexible work environment
- Employee perks and benefits
- Work in a new [state-of-the-art facility](#)

Our club was born 151 years ago from hard work, grit and a relentless drive for success. We are rich in history and ambitious about the future. Together we share the journey and celebrate the wins. We are proud to be one of the leading football clubs, both on and off the field, in Australia.

When choosing a career with the Sydney Swans, you will join a team that stands up in the big moments. A team that is respectful, courageous, and curious. You will be part of something bigger.

Flexibility in hours, leave, location and dress translate to an environment where you can be at your best.

We are committed to creating a supportive environment in which people feel connected to our football club and to each other. Therefore, we encourage applications from candidates of all backgrounds.

### THE PERKS

- Wellbeing programs to support healthy mind and body including access to gym facilities
- Special offers and discounts through our Corporate Partners
- Professional development support tailored to your goals
- Club memberships to enjoy games with your friends and family

### THE OPPORTUNITY

The role sits at the “front door of fandom” supporting the Clubs’ efforts to grow future fans by increasing the club’s visibility, presence and relevance across community, culture and emerging audiences.

This role plays a hands-on part in delivering first interactions with the club — through community activations, events, partnerships, schools, youth and cultural touchpoints — ensuring the Swans show up in ways that feel modern, welcoming and authentic.

It is a delivery-focused role with strong exposure to culture, community and early-stage fan development.

### WHAT WE'RE LOOKING FOR

- Tertiary qualifications in marketing, communications, sports management (business) or equivalent
- 5+ years’ experience in community, culture, account management or activation roles
- Strong organisational and project coordination skills
- Advanced Salesforce Marketing Cloud or equivalent
- Confidence in engaging with community organisations or groups, schools and delivery partners
- Experience in relationship management

## SYDNEY SWANS LIMITED

ROYAL HALL OF INDUSTRIES, 1 DRIVER AVENUE, MOORE PARK, NSW 2021  
T: 02 9157 5020 | SYDNEYSWANS.COM.AU



PRINCIPAL PARTNER



- Excellent communication and collaboration skills
- Advanced Office 365

### THE RIGHT PERSON WILL

- Be energetic and people orientated
- Be curious, observant and culturally aware of current trends
- Be comfortable working in dynamic, public facing environments
- Have a genuine passion for sport, fans and fandom and community impact

Due to the nature of the industry, the ideal candidate must be flexible in their availability as extended hours and weekend work will be required for this role.

### TO APPLY

To be considered for this role please submit a one-page cover letter that addresses:

- Why you are the ideal person for the role
- Why you want to join our team

Send the cover letter along with a copy of your CV to - [hr@sydneyswans.com.au](mailto:hr@sydneyswans.com.au)

Applications should be a maximum of four pages, including cover letter, and less than 5MB in size.

### Applications close Sunday, 22 February 2026

As we expect a high level of interest in the role, only those applicants short listed will be contacted.

The Sydney Swans do not accept applications from recruitment agencies.

Sydney Swans Limited is an equal opportunity employer.

Aboriginal and Torres Strait Islander candidates are encouraged to apply.

Applicants must be legally entitled to work in Australia.

The Sydney Swans are committed to providing a safe environment for children and young people. All staff must hold (or be willing to obtain) a Working with Children Check as part of their employment with us.

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