



Sydney Swans Go-to-Market Lead

WHY CHOOSE THE SWANS?

- A club with a legacy and real momentum
- High-Performance Culture – clear standards, real feedback and a team that finds the extra 1%
- Work that matters – you'll help shape how fans experience the Swans, every day
- Flexible, inclusive ways of working so you can do your best work
- Based at our [state-of-the-art facility](#)

Born from hard work, grit and a relentless drive to win, the Swans have 152 years behind us – and we're building what's next. We share the journey, celebrate the wins, and keep raising the bar as one of Australia's leading sporting clubs.

Choose a career with the Sydney Swans, to join a team that shows up in the big moments and supports each other every day. Guided by Respect, Courage and Curiosity, you'll contribute to work that matters and be part of something bigger.

We are committed to a supportive, inclusive workplace where people feel connected to our club and to each other. We encourage applications from candidates of all backgrounds.

THE PERKS

- Wellbeing support to keep you at your best – including gym access
- Perks and discounts via our Corporate Partners
- Professional development support tailored to your goals
- Club memberships to share match days with friends and family

THE OPPORTUNITY

As Go-to-Market Lead, you will shape how the Sydney Swans bring their biggest products, campaigns and moments to market. Turning commercial, customer and brand priorities into clear, integrated strategies, you will connect teams across the Club to grow audiences, deepen engagement and drive revenue. From defining the audience and proposition to setting the messaging, channel strategy and measures of success, you will bring clarity and momentum to every campaign.

Responsibilities include:

- Lead integrated go-to-market planning and execution for major Club initiatives across Membership, Ticketing, Merchandise, the Sydney Swans Institute and Foundation campaigns.
- Translate business objectives and customer insights into clear audience, proposition, messaging and channel strategies.
- Own the integrated marketing calendar, identifying priorities, opportunities, conflicts and dependencies across the year.
- Lead major campaigns from initial brief through launch, in-market optimisation and post-campaign review, with clear objectives, KPIs, timelines and accountabilities.
- Determine the role of paid, owned, social, content, digital and in-venue channels, including the strategic direction of paid media and agency partners.

SYDNEY SWANS LIMITED

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PRINCIPAL PARTNER

- Partner with CRM and Digital Marketing specialists to connect email, SMS and lifecycle activity across the customer journey and monitor campaign and funnel performance.
- Own integrated campaign briefs and align internal stakeholders around one campaign plan with clear roles, timelines and dependencies.
- Build repeatable go-to-market approaches that improve speed, consistency and effectiveness over time.
- Act as a trusted marketing partner across the Club, challenging briefs, resolving competing priorities and championing disciplined, customer-led planning.

WHAT WE'RE LOOKING FOR

- Tertiary qualifications in marketing, business, media or a related discipline.
- 5+ years' experience in integrated marketing, go-to-market, campaign management, customer marketing or a related field.
- Strong integrated campaign planning and proposition development capability.
- Demonstrated ability to lead complex cross-functional projects, manage multiple priorities and bring stakeholders together around a clear plan.
- Strong understanding of customer segmentation, lifecycle marketing, and paid, owned, social and digital channels.
- A commercial mindset, with an understanding of acquisition, conversion, revenue and customer growth.
- Strong paid media and agency management capability, including paid social media.
- Excellent briefing, planning, stakeholder management and communication skills, with confidence using customer and campaign data to optimise activity.
- Experience in sport, entertainment, retail, membership, ticketing or another high-frequency consumer environment would be advantageous.

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 opportunity, please submit a cover letter and CV combined into **one PDF document** as a single attachment. Applications must be no more than four pages in total and less than 5MB in size.

Please email your application to hr@sydneyswans.com.au with the role title in the subject line.

Applications close Sunday, 1 November 2026

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

Sydney Swans is an equal opportunity employer and child safe organisation committed to ensuring the safety, wellbeing and inclusion of all children and young people. All staff are required to hold a Working with Children Check.

Aboriginal and Torres Strait Islander candidates are encouraged to apply.

Applicants must be legally entitled to work in Australia.