

## Role Purpose

**The Local Footy Ambassador (LFA) will be responsible for lifting the engagement levels of sponsored clubs in a regional area and create a motivating environment in which to deliver on the goals, measures and targets of the plan.**

### Key Outcomes

- Audit Clubs against signed agreement.
- Increase on tap level (LN Brands)
- In club POS
- Establish data re volume opportunities
- Increase fridge space LNA
- Remove brands (low Carb and light) and replace with our brands to maximise rebates
- Weekly reporting as per plan
- Develop mutually beneficial opportunities for LN and clubs.

### Key Activities

- Nurturing potential beer rights customers
- Customer engagement (ranging, fridge %, general business relationship to our advantage)
- Team Work (priority setting, feedback and coaching)
- Drive the loyalty program (\$2 receipts external purchase) by driving club
- POS opportunities
- Website/ correspondence compliance
- Increase over all engagement from clubs stakeholders and broader club members

## My Week

As a member of the Boag's Draught Local Football team, I have a good insight into the grass roots footy environment in my territory. Working exclusively in market (other than attending routine meeting / or making phone contact with clubs) I spend a minimum of 3 days per week in the field calling on clubs to ensure maximum engagement with clubs into the sponsorship. This can take the form of working with committees to fully leverage the opportunities and providing feedback but mostly through leading by example as we engage customers to sell in and execute delegated activities and self initiated sales creating initiatives.