



Executive Director

- *Brand & marketing focus*
- *Foundation role*
- *Based in Samoa & Pacific Islands*
- *Attractive package with benefits*
- *Bi-lingual – French/English required*

Preamble:

The Pacific Games Council is a regional sports organisation and as the owner of the Pacific Games responsible for the management, promotion and delivery of these events throughout Oceania.

The Pacific Games Council's mission is to develop, promote, and provide unique, friendly world-class Games and to develop sport for the benefit of the people, the nations and the territories of the Pacific community.

The Pacific Games Charter aims to:

- facilitate national and international success and competition.
- build higher levels of participation and spectator involvement in the Games.
- ensure excellence, relevance and effectiveness within the Games and all associated business activities.
- support the rules and regulations of the International Sports Federations (IF's) in the best interests of the athletes of the Pacific Community.

The Pacific Games Council is a not for profit organisation, and is governed by a volunteer, four member Executive Board of Directors. Oceania's 22 member countries & territories are affiliated with Pacific Games Council.

The Pacific Games Council's Executive Management Team comprises of following key areas: Sport Committee, Marketing Committee, Games Management and Medical.

The Pacific Games are held every four years with games scheduled in Samoa August, 2007 and New Caledonia in 2011. The next Pacific Mini-Games is scheduled in Rarotonga, September 2009.

In December 2006 a Memorandum of Understanding between the Government of New Caledonia and the Pacific Games Council was signed. The Government has agreed to fund the development of the Pacific Games Council within its 3 year development plan by means of a total contribution of €292,300. Among other things, this funding will assist the Pacific Games Council in the employment of a full time Executive Director. The 2011 Pacific Games are scheduled to be held in New Caledonia.

The Pacific Games Council now seeks expressions of interest from suitably qualified and experienced candidates for the position of Executive Director.

This position offers a unique opportunity for a career focused sport management professional to plan and deliver the Pacific Games Council's administration, marketing and sponsorship programs while actively involved in building the PGC's brand throughout the Pacific Region.

In addition to satisfying the position experience requirements, candidates must have conversational French and English.

Incumbent:	This position is a foundation role and the inaugural appointment for the Pacific Games Council.
Position Title:	Executive Director
Position Purpose:	<p>The primary purpose of the Executive Director is to manage the planning, execution and delivery of Pacific Games Council's administration, sponsorship, licensing and brand management strategies.</p> <p>In partnership with the Sponsorship & Marketing Committee the Executive Director will also be responsible for increasing brand equity and enhancing the profile of the both the Council and the Pacific Games through a wide range of media and communication strategies.</p> <p>The Executive Director does not have a specific Games event management role, instead representing the PGC in matters relating to the Pacific Games and Pacific Mini Games and liaison with the local Organising Committee.</p>
Reports To:	PGC Executive Board. The Executive Director interacts with the Chairman (presently based in Fiji) on a regular basis.
Package:	In addition to the base salary the PGC will make a monthly non-taxable contribution towards living expenses. A bonus for sponsorship revenue will also be negotiated with the successful candidate. Salary is paid in US Dollars. At the time of applying candidates are invited to indicate their salary expectations.
Office Location:	<p>The Executive Director will be expected to operate on a location timetable to include:</p> <ul style="list-style-type: none">• Upon appointment and for the remainder of 2007 – Samoa, <i>then</i>• From the new Pacific Games headquarters, Noumea, New Caledonia.
Staffing:	This appointment is a foundation role. It is anticipated the PGC may employ Office staff to provide administrative support. Appointment may be by contract for the period in Samoa and then on a more permanent basis when relocated to Noumea.
Key Relationships:	<p>The key relationships for the Executive Director include the following:</p> <ul style="list-style-type: none">• The President• Hon. Secretary General• Hon. Treasurer• Sponsorship & Marketing Committee• Sports Committee• Appointed Marketing & Sponsorship Consultant• All member (22) countries & territories PGA's• Host PGA's and Games Organising Committees• Member PGA's President & Secretary General, Marketing Staff and CEO's• Corporate Partners• Council colleagues• ONOC and National Olympic Committee members• Commonwealth Games Association members
Key Duties:	<p>The Executive Director will be expected to manage and oversee the delivery of the following key duties:</p> <ol style="list-style-type: none">1. Administration - assume overall responsibility for the management of the day to day operations of the PGC, establishing appropriate governance and administration policies & practices.

Key Duties – Continued – Administration:

- a. Develop a business culture and administrative procedures appropriate to the Council and its objectives.
 - b. Develop Games management systems and Games manuals for Host Organizing Committees.
2. **Sponsorship** - develop stable and diverse revenue streams, underpinning the delivery of the PGC's programs, services and activities.
 - a. Develop and implement a strategic sponsorship plan in partnership with the Sponsorship & Marketing Committee to secure, support and manage alliances which enhance the profile and brand equity of the Pacific Games Council and its related brands, whilst ensuring revenue opportunities are maximised.
 - b. Identify and secure sponsors through strategic fit with target market.
 - c. Build, maintain and review relationships with existing sponsors and related Games brands to ensure mutually beneficial and agreed partnership.
 - d. In consultation with the Executive Board, the Games Organising Committees and PGA's, develop strategies to deliver Regional 'regional' sponsorship programs for mutual benefit.
 - e. Manage all Sponsorship Contracts in consultation with the Executive Board.
3. **Marketing** – build the profile of PGC through strong brand, merchandising, licensing and communication programmes and robust marketing alliances.
 - a. Develop and implement a comprehensive regional branding and positioning strategy for the various Pacific Games Council Brands including but not limited to:
 - Pacific Games Council
 - The Host PGA's Pacific Games Organising Committees
 - The Pacific Mini Games.
 - Torch Relay
 - Member PGA's brands and National sponsors
 - b. Develop and manage merchandising and licensing programs in partnership with the appointed specialist licensing service provider to increase revenue for the Pacific Games Council and Member PGA's.
 - c. Manage the relationship with the uniform supplier for the PGC and PGA's where appropriate to ensure on time delivery and quality Games apparel.
4. **Financial** - In conjunction with the Treasurer and Board, manage PGC's operations in a transparent, efficient and profitable way.
 - a. Manage and administer the financial and accounting functions of the Council in consultation with the Treasurer.
 - b. Develop, manage and monitor the annual budget and provide reports as required.
 - c. Investigate and implement alternative income generating opportunities for Pacific Games Council and its PGA's.
 - d. Manage, administer, receive, bank and process all revenues of the Council.
 - e. Manage, administer, pay and process all expenditures of the Council.
 - f. Manage and administer all cash and accounting transactions, processing and preparing financial reports for the Treasurer.

Key Duties – Continued:

5. **Leadership** - provide strong, effective leadership and direction to PGC staff and stakeholders.
6. **Planning & Policy** - Initiate, develop, contribute to and implement whole-of-business strategy, policies and practices.
 - a. Maintain, revise and evaluate the business & marketing plan consistent with Pacific Games Council's business development strategies.
 - b. Work with the Sponsorship & Marketing Committee, the Executive Board, Host PGA's and Council committees to develop marketing strategies for new and existing Pacific Games Council properties.
 - c. Maintain, revise and evaluate the annual business & marketing plan for the Council and Host PGA's.
 - d. Direct, determine and guide Pacific Games Council's commercial & marketing operations.
 - e. Produce and implement effective actionable and tactical commercial & marketing strategies including promotional plans.
 - f. Develop internal and external marketing strategies consistent with current marketing and business practices.
 - g. To develop and implement an ongoing consumer and member research program that supports the needs of Pacific Games Council and PGA's.
 - h. In conjunction with the Executive Board assist in the development and implementation of strategies, policies and procedures for the management of the Pacific Games Council's operations.
 - i. Develop and implement PGC's Games management, marketing, branding, host broadcasting and commercial policies.
7. **Representation and Relationships** - Provide effective and active representation of PGC at all levels.
8. **Other duties** – as may be reasonably required from time to time.

Attributes:

Candidates for the position of PGC Executive Director will require a range of personal and professional attributes including:

- Bi-lingual (conversational) French and English. This is a non-negotiable aspect of the personal competency profile of the Executive Director as the role will require extensive interaction with the Government of New Caledonia.
- Strong brand and positioning skills, with the ability to identify and nurture commercial and marketing opportunities for the PGC delivering stable and diverse revenue streams.
- Demonstrated experience in securing high level sponsorship and comfortable working in a sales environment, particularly negotiating sponsorships and closing deals.
- Minimum three (3) years experience in a Sports, Corporate or related field of employment.
- Demonstrated experience in (or exposure to) multi-sport event management.
- Demonstrated experience in strategic planning and policy development.
- Strong sport industry networks.
- Superior presentation and communication skills, with a personal presence and the ability to act confidently as the public "spokesperson" of the Pacific Games Council.
- An ability to communicate effectively and work collaboratively with a diverse and complex range of stakeholders including PGC members, commercial partners, government and corporate partners.

Attributes – Continued:

- A keen perception, the ability to relate to people at all levels and the capacity to achieve high level credibility with the PGC stakeholder group.
- Prior experiences in budget preparation and delivery and the capacity to interpret and report on financial accounts.
- A demonstrable commitment to the Pacific Games Council's values:
 - Family culture
 - Excellence & integrity
 - Accountability & transparency
 - Passionate about sport
 - Uniqueness
 - Unity

Meetings: As a guide only, the Executive Director is required to attend the following meetings/forums each year:

- 2 Executive Board meetings.
- Pacific Games Council Annual Meeting
- Various sponsor, member and position related meetings/forums, as required.

Reviews: Performance appraisals, against mutually established performance objectives, will be carried out by the PGC at agreed intervals.

Hours of Work: The nature of the position requires out of hours work and some international travel. No time in lieu arrangement exists for additional hours worked, as the remuneration package will reflect the extent of commitment.

Term: The term of the appointment will be discussed with the successful candidate.

Travel: The Executive Director will be expected to travel to meetings, events & functions throughout the Pacific Region.

Start date: Depending upon the required notice period and based on the indicative recruitment timetable, it is envisaged the new Executive Director will commence duties on or around May/June 2007, however the PGC is open to an earlier start date if possible. At the time of applying candidates are invited to indicate their availability and notice period.

Web Site: The PGC has a website which includes information and news items on many of its activities, services and programmes.

The website address is:

http://www.sportingpulse.com/assoc_page.cgi?assoc=2642&pID=2

Shortlisted candidates will be supplied with a copy of the PGC 2006-2009 Business Plan and the PGC Regional Marketing & Sponsorship Program.

A copy of the PGC 2005 Annual Report is available by following the link listed in the Sportspeople Jobs Market advertisement.

Schedule: **IMPORTANT INFORMATION FOR CANDIDATES.**

Sportspeople intends to commence the screening and interview process immediately applications open.

Please note if you are intending to apply please do so as soon as possible rather than waiting until the close date.

Schedule – Continued:

The schedule below is an indication only, with Sportspeople reserving the right to amend if necessary:

- 12 March, 2007 – Position Opens at the Sportspeople Jobs Market;
- 30 March, 2007 - Position Closes;
- 13 April, 2007 - Preliminary Interviews and screening completed;
- April, 2007 – Decision on shortlist group; Shortlist interviews to be scheduled;
- Start date – to be negotiated.

Applications: Expressions of interest should be forwarded by **30 March, 2007** to **Sportspeople's International Recruitment Centre**.

Preferred Format: Sportspeople prefers a 2-page letter of introduction and an accompanying CV of no more than 6 pages, merged as one MS Word file.

This information should be sent electronically to jobs@sportspeople.com.au with the subject identifier of the email to be formatted as follows:

070301-01 Executive Director, Pacific Games Council <<Your Name>>

Enquiries: The PGC Executive Director recruitment assignment is being managed from the **Sportspeople International Recruitment Centre** in Sydney, Australia.

In the first instance general enquiries should be directed to Rob McCluskey (General Manager - Recruitment) on +61 29555 5000 or if calling from within Australia FREECALL 1800 634 388 or (02) 9555 5000 or via jobs@sportspeople.com.au

Date: 9 March, 2007.