



WELLINGTON PHOENIX FC

POSITION DESCRIPTION

E RERE TE KEŌ • EST. 2007

Job Title	Community Executive
Business / Function	Community
Location	Wellington
Reports To	Chief Communications & Culture Officer, Events Manager
Direct Reports	Nil

CLUB MISSION

Established in 2007, Wellington Phoenix unites the New Zealand football community and stands as the pinnacle of the country's most participated team sport across all codes.

Our purpose is clear: to build a world-class pathway for Kiwi footballers to compete on the global stage, developing the finest talent in New Zealand and setting new standards for excellence.

Backed by a visionary ownership group and guided by our core principles — to be Bold, World-Leading, and Connected — we play to win, protect what we represent, and rise together. We are committed to creating meaningful change as pioneers on and off the pitch.

Deeply rooted in our community, we proudly wear the Tohu of Te Āti Awa, honouring our heritage and representing the diversity of the City and Aotearoa with pride.

JOB SUMMARY

The Community Executive is responsible for leading the club's community programme to ensure the Phoenix have a strong presence across the Wellington region. The role includes proactively arranging men's and women's promotional visits during the A-Leagues season, management of the club's mascot and being the Phoenix liaison for its community initiatives, including Football For All.

KEY RESPONSIBILITIES

1. Promotional visits

- Management of the Club's promotional visits, including but not limited to local schools, local clubs, academy camps, Football For All events, and charity organisations.
- Proactively work with Capital Football, local clubs, local schools and charity partners to set up promotional visits as possible.
- Management of promotional visit requests, including all communication with external stakeholders.
- Prioritisation of requests in keeping with the Club's values.
- Create promotional visit briefs in consultation with the men's and women's operations managers.
- Run the promotional visits and ensure the players/staff represent the Club in a professional manner, while looking after the wellbeing of the players/staff at the same time.
- Keep a database to ensure an even spread of appearances by players throughout the A-Leagues season.

2. Club mascot

- Management of Nixie's visits, prioritising A-Leagues matchdays but also to schools, clubs, academy camps and other community events.
- Responsible for looking after Nixie's costume and ensuring it is kept clean throughout the A-Leagues season.
- Ensure whoever wears the costume acts appropriately, consistently with Nixie's character and upholds the Club's values.
- Maintain a customer feedback channel to monitor and review customer satisfaction with our community programme.

3. Football For All & Integrated Football

- The Phoenix point of contact with the Club's Football For All community programme.

- In charge of organising 'Bus To The Nix' for multiple matchdays during the A-Leagues season and ensuring they run smoothly on the day.
- Oversee the Integrated Football sessions on Saturday mornings at Fraser Park in consultation with Capital Football, Blind Low Vision NZ and Lower Hutt.

4. Donation requests & community inbox

- Maintain the Club's supply of merchandise for charity purposes.
- Prioritise the donation requests to ensure they meet the Club's values.
- Manage the Club's Community inbox and respond to requests in a timely manner.

5. One Club Culture

- The role is expected to actively embody and contribute to Wellington Phoenix's "One Club" culture by working collaboratively, supporting colleagues, and putting the interests of the wider organisation ahead of individual or departmental priorities. This includes demonstrating respect, professionalism, accountability and inclusiveness in all interactions; representing the club positively with players, colleagues, supporters, partners and the wider community; and maintaining visibility of and alignment with the broader Wellington Phoenix business, including the Wellington Phoenix Football Academy, New Zealand Performance Academy Aotearoa and High Performance Boarding House. Staff are expected to contribute to an environment where everyone is connected and committed to the organisation's shared goals, values and success.

QUALIFICATIONS & EXPERIENCE

Essential

- Calmness and the ability to work effectively under pressure.
- Leadership capability and the ability to lead players and team staff to deliver engaging community appearances.
- A strong, collaborative and inclusive approach to problem solving, with good interpersonal skills.
- A clean driver's licence.
- A proactive work ethic and a desire to innovate.
- The ability to work with limited direct management while maintaining the highest quality of delivery.
- An understanding of the local football community.
- The ability to manage multiple projects and execute effectively within very short timeframes.

KPIs

To be determined.

KEY RELATIONSHIPS

Internal: Events Manager, Chief Communications & Culture Officer, first team staff and players (women & men), volunteers, Marketing Manager, Ticketing & Memberships Executive, Digital Marketing Executive, Media & Marketing Executive, Graphic Designer, Chief Commercial Officer, Partnerships Manager, Partnerships Executive, Commercial Sales Manager, General Manager.

External: Local clubs, Capital Football, Football For All, local schools, charity partners, commercial partners.

CLUB VALUES & WORKING CONDITIONS

Club Values

- Rise to the Call (E Rere Te Keo) – bold, brave, resilient, innovative and challenging ourselves every day to improve.
- Guardians of the Tohu (Katiakitanga) – respect for both the club's history and the people involved within it, while acknowledging and celebrating everyone's identities.
- Magnificent Teammate (Whanaungatanga) – team-first mentality across the entire club; supporting, encouraging and empowering others.
- Centre Circle (Manaakitanga) – people-first approach; creating an inclusive, safe environment that values respect, empathy and inclusivity.

Working Conditions

- Flexible schedule, including evenings and weekends.

- Attendance at selected evening, weekend, matchday and public-holiday events as required.
- Attendance at all Phoenix A-League Men and A-League Women games at Hnry Stadium.
- Must be able to work weekends and after hours.

AGREED BY

Community Executive:	Date:
Chief Communications & Culture Officer:	Date: