



Membership & Ticketing Operations Lead

About Us

Melbourne Victory Football Club, based at AAMI Park, is one of Australia's most iconic football clubs, fielding teams in the A-League Men's and Women's competitions, and the Victorian National Premier Leagues. Our vision is to lead, unite, connect and inspire through football — and we're committed to delivering unforgettable experiences for our members and fans.

About the Role

We're looking for a proactive and passionate Membership & Ticketing Operations Lead to join our high-performing team. This pivotal role reports to the Head of Membership & Ticketing and plays a key part in executing the Club's membership and ticketing strategy, enhancing the member journey, and driving service excellence across all engagement points.

This is your chance to be a driving force behind a high-impact area of the business, delivering operational excellence and leading key elements of Melbourne Victory's match-day, membership, and ticketing experience.

Key Responsibilities

Customer Experience & Sales

- Ensure a consistently high level of service delivery to members, fans, and stakeholders.
- Actively promote and support membership sales through calls, email, match days and other events.
- Oversee administrative tasks including processing payments, managing inbound enquiries, and overseeing member support workflows.

Ticketing & Match Day Operations

- Lead the end-to-end ticketing function including seat allocations, barcode management, and match-day set up.
- Liaise with key ticketing vendors to ensure seamless delivery of A-League and other major events.
- Coordinate finals ticketing and support special access or event requests.

CRM & Data Integrity

- Oversee CRM operations to ensure data accuracy and performance reporting.
- Manage and action membership renewals, reporting, and analysis to support sales and retention goals.

Strategy & Initiatives

- Support the development and execution of membership campaigns, loyalty initiatives, and fan engagement activities.
- Contribute to broader commercial initiatives and continuously seek ways to optimise performance.

About You

- Tertiary qualifications in Business, Sports Management, or a related field (preferred).
- Minimum 2 years' experience in a ticketing operations or sales-based role, ideally within a sports or entertainment environment.
- Demonstrated ability to manage CRM systems and fulfilment reporting.
- Experience with Aspect Ticketing and EngageRM (or similar platforms).
- Strong communication and stakeholder management skills.
- High attention to detail, with an ability to prioritise and thrive in a fast-paced setting.
- Collaborative, positive, and service-focused mindset.

We're Offering

- Fast-paced and high-profile sports and entertainment role
- Gym access and central office location
- Flexible work options and supportive team culture
- Access to Employee Assistance Program (EAP) and internal Social Club
- Career development pathways and learning opportunities

Apply Now

If you're ready to help create unforgettable experiences for our members and supporters — and want to make a real impact in one of Australia's most respected football clubs — apply today and become part of the Victory family.

Submit your resume and a brief cover letter to kick off your journey. Send to careers@mvfc.com.au
