

MARKETING MANAGER

Our Club values are the strong beliefs and consistent behaviours of people in our organisation. They describe the way in which directors, staff and players of the Club behave, interact & work together and determine the culture of the Club. Our values are held in high regard and protected by every member on the on-field and off-field team.

Respectful	All people are treated with respect regardless of their background or position.
Precision	We seek excellence in everything that we do and always look for ways to improve.
Adventurous	We enjoy facing our industry's challenges and embrace progress with open arms.
Conviction	Everyone involved with the Club is fully committed and gives 100 percent effort.
United	We are selfless, we support and care for each other and we collaborate across our Club.
Commercial & considered	We drive for good commercial outcomes but always take the needs of our stakeholders into account.
Integrity	We uphold high standards of behaviour, have deep respect for honesty and always work within the rules.

Our mission is to be the greatest team of all: a Club people can be proud of because of how we play the game, live our values, conduct business and engage with the community.

Title	Marketing Manager
Reports to	Marketing and Content Manager
Department	Commercial Operations
Term	Parental Leave Contract (12 months)
Core purpose	<p>Reporting to the Marketing & Content Manager, this position is primarily accountable for the development and execution of all aspects of the Cats' marketing program aligned to the Club's game plan.</p> <p>As Marketing Manager, you are responsible for managing all aspects of the Club's marketing communication and brand strategies across various business units, including commercial and events, Higher Mark, gym, football, executive and community programs. This includes brand development and marketing campaign</p>

	<p>management across multiple channels such as eDMs, Club App, web and social media, as well as management of the Club's ATL and BTL advertising, including Contra.</p> <p>All strategies and activity delivered by the Marketing Manager will deliver key commercial and brand outcomes for the Club.</p>
Dimensions	<ul style="list-style-type: none"> • Four (4) direct reports • Marketing budget management
Responsibilities and duties	<p>Your responsibilities & duties will include:</p> <ul style="list-style-type: none"> • Oversee all Club brand and marketing strategies including on-field, consumer, hospitality and health and fitness • Manage the Club's above and below the line budgets • Ownership of the Club IP approval process • Manage the relationship with external design and creative agencies • Coordinate the Club's internal graphic design briefing process • Drive the Club's electronic communications to members and key stakeholders • Manage the maintenance and delivery of the Club's customer facing consumer websites • Work closely with the Partnerships & Sales team to deliver marketing outcomes for associated Club partners • Assist with graphic design workload
Skills and attributes	<ul style="list-style-type: none"> • Experience working in the AFL or other professional sporting environment • Experience managing a team of marketing/brand professionals • Demonstrated ability to create and facilitate end-to-end marketing campaigns • Excellent interpersonal skills and evidence of establishing effective relationships with internal and external stakeholders • High level competency in Adobe Suite • Experience in managing website CMS • Experience in using electronic mail clients • Strong knowledge of paid and organic social media • A high attention to detail • High written communication skills • Highly motivated with an intrinsic desire to strive for excellence • Approaches the role with creativity, energy and enthusiasm • Knowledge of the Geelong community
Qualifications	<ul style="list-style-type: none"> • Degree in marketing, business, communications or related disciplines • A minimum of three to five years in a similar role

Appraisal(s)	<ul style="list-style-type: none">• 6 monthly performance reviews conducted by Marketing & Content Manager
Other	<ul style="list-style-type: none">• Current drivers licence• Victorian Working with Children Check• Current National Police Check

