

MARKETING COORDINATOR

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 Coordinator
Reports to	Marketing Manager
Department	Commercial Operations
Term	Permanent, Full Time
Core purpose	The Marketing Coordinator will be responsible for coordinating the delivery of the Club's marketing strategy, brand activities, advertising and commercial communications with a specific focus on the Club's health & fitness, hospitality and philanthropic initiatives.
Responsibilities and duties	Your responsibilities & duties will include: <ul style="list-style-type: none">Assist in the coordination of the Club's overall brand strategy, customer journey and experience

- Assist in the growth and development of the Club's health and fitness and hospitality businesses, through insight-driven marketing strategies
- Deliver marketing support for the Club's philanthropic arm; working with the team to look for opportunities for growth
- Coordination of the Club's above and below the line advertising schedule, including in-kind advertising with Corporate Partners
- Delivering marketing outcomes on match days
- Coordination of graphic design briefing process
- Assist with management of relevant stakeholders by providing analytics, database and scheduling assistance
- Utilise external stakeholders including corporate partners, AFL and agencies to deliver mutually beneficial outcomes.
- Manage Club IP and approval processes
- Contribute to the creation, design and implementation of competitions, and promotions
- Drive coordination of the Club's customer focussed digital communications, including the development, scheduling and release of eDMs and SMS
- Contribute to the maintenance of the Club's website and Official App
- Other duties as determined by the Marketing Manager

Skills and attributes

- Proven experience in coordinating and measuring effective integrated Marketing campaigns
- Possess a customer-first, insight-driven approach, combined with creative thinking
- Knowledge of online ecosystems, social video and video platforms
- Proven experience in copywriting and design principles
- High attention to detail
- A background/knowledge in creative agency, member-based organisations or sports is highly desirable.
- Experience using the Adobe Creative Suite
- Excellent written, verbal and interpersonal communication skills.
- Excellent organisational, time management and coordination skills, together with a demonstrated ability to prioritise workload, work with competing demands to meet deadlines, be flexible in responding to changing work priorities with a demonstrated ability to anticipate and action work.
- Experience using CRM systems, eDM clients, CMS platforms

Appraisal(s)	<ul style="list-style-type: none">• 6 monthly performance reviews conducted by the Marketing Manager
Other	<ul style="list-style-type: none">• Ability to work match days, weekends, interstate and after-hours when required• Current driver's license• Victorian Working with Children Check• National Police Check