


MARKETING MANAGER

Our Club guiding principles 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 guiding principles are held in high regard and protected by every member on the on-field and off-field team.

Guiding Principles

	Team of All	Legit inclusion. Diversity seekers. Collective Identity. Win Together.
	Connected in Calm & Chaos	Care for our culture. Clear communication. Assume good intent. Geelong Hospitality.
	Unlock Excellence	Progressive thinking. Fierce alignment. Energy management. Environment and edge.
	Kardinia Spirit	Embrace new dawns. Honour heritage. Service mindset. Humble custodians.
	Be the Catalyst	Get in the equation. Awake and accountable. Seize opportunity. Make magic.

Title	Marketing Manager
Department	Marketing, Digital & Communications
Term	12 month contract
Core purpose	All strategies and activity delivered by the Marketing Manager will deliver key commercial and brand outcomes for the Club. 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.

Responsibilities and duties

Your responsibilities & duties will include:

- Help to develop and have oversight of membership, commercial and events, Higher Mark, gym, football, executive and community programs to deliver the Club's business plan across multiple channels and contra allocations.
- Deliver the above by having strong relationships with the different club departments and work collaboratively with key personnel
- Understand and use data, research and insights to develop a marketing communications plan to enhance member/fan experience and recruit new members to the club
- Support the promotion & growth of the Geelong Cats brand across all platforms and geographies
- Understand and champion the entire consumer journey to optimise our strategic direction and execution of marketing plans
- Be a creative driving force to quickly grow the reach, equity and desirability of the Cats brand through new innovative programs that can be executed via the Digital & Content team
- Ownership of the Club IP approval process
- Manage the relationship with external agencies, commercial partners and other stakeholders where required
- Drive the Club's electronic communications strategy to members and key stakeholders
- Ability to manage and prioritise multiple people and programs of work
- Ability to develop and run programs to a budget, and to evaluate their effectiveness through reporting and analysis
- Support the media manager with weekly Club media opportunities, broadcast requests and other pr opportunities where required
- Assist in Club crisis management, risk mitigation and reputational issues

Skills and attributes

- Experience working in the AFL or other professional sporting or high performance environment
- Experience managing a team of marketing professionals and support team to unlock human potential
- Demonstrated ability to deliver end-to-end marketing campaigns with successful results
- Excellent interpersonal skills and evidence of establishing effective relationships with internal and external stakeholders
- Experience in Salesforce Marketing Cloud would be desirable
- Strong knowledge of owned, earned and paid channels
- Strong written communication skills and high attention to detail
- Highly motivated with an intrinsic desire to strive for excellence
- Approaches the role with creativity, energy and enthusiasm

	<ul style="list-style-type: none"> Ability to work weekends where required and potentially travel interstate for both men's and women's games
Qualifications	<ul style="list-style-type: none"> Minimum 3-4 years' experience working in a similar role
Other	<ul style="list-style-type: none"> Victorian Working with Children Check National Police Check Current driver's licence Work matchdays and key events/functions as required
Child Safety Standards	<ul style="list-style-type: none"> The Geelong Football Club is committed to providing a safe and friendly where the safety and wellbeing of all children and young people involved in our programs, services, activities, events and the broader Cats community, will always be our first priority. All safety and legislative checks such as working with children checks, criminal background checks, employment and personal reference checks are completed prior to commencing employment. The Club takes the safety of children and young people very seriously and reviews all process and procedures in line with current state and federal legislation.