






MEMBERSHIP & MARKETING COORDINATOR

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.

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	Membership & Marketing Coordinator
Department	Marketing, Digital & Communications
Term	12 month contract
Core purpose	Responsible for driving member and marketing communications, including acquisition, retention and recognition strategies. With our supporters and fans top of mind, this role supports marketing initiatives across events, match day

	experience and corporate hospitality and more for the promotion & growth of the Geelong Cats brand and member base.
Responsibilities and duties	<p>Your responsibilities and duties will include:</p> <ul style="list-style-type: none"> • Use data, research and insights to develop member retention and recognition approaches, campaigns and programs to enhance member/fan experience • Develop and coordinate member products and value-added benefits introducing new communications, products and benefits to enhance member entitlements • Concept generation, implementation and review of member acquisition campaigns, initiatives, and programs, including sales and servicing ensuring objectives and targets are achieved • Identify opportunities and potential key target markets for acquisition & retention campaigns, based off marketing strategy and digital data inputs • Utilise the Digital & Content team to develop member personalised content opportunities as a way to retain and engage members • Work alongside the marketing, social and digital team to understand performance of member campaigns to provide continual optimisations of content and messaging • Leverage the strategy and insights team for unique ways of engaging our members based on behaviours and interests • Review yearly Satisfaction survey results and implement engaging acquisition and retention strategies • Contribute to and assist in achieving overall department KPI's and specific targets set for acquisition and retention • Contribute alongside the Membership team on communicating member offerings based on insights gathered • Work with Ticketing team to monitor match day attendance with a view to intervention for at-risk members • Manage our Membership website CMS • Promote Geelong Cats events and corporate hospitality offerings to drive member engagement and commercial return for the Club • Support the promotion & growth of the Geelong Cats brand across all platforms and geographies • 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 broader team
Skills and attributes	<ul style="list-style-type: none"> • Ability to take initiative and work independently • Excellent verbal and written communication skills • Experience in Salesforce Marketing Cloud would be desirable • Problem-solving skills with the ability to provide solutions

	<ul style="list-style-type: none"> • Have a creative and strategic outlook • Strong administrative and time management skills • A high attention to detail • Highly motivated with an intrinsic desire to strive for excellence • Approaches the role with creativity, energy and enthusiasm • A team player
Qualifications	<ul style="list-style-type: none"> • Minimum 1-2 years' experience working in a similar role
Other	<ul style="list-style-type: none"> • Current driver's licence • Victorian Working with Children Check • COVID-19 Vaccination Certificate • National Police Check • 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 workplace 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