



COMMERCIAL COMMUNICATIONS COORDINATOR DUTY STATEMENT

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 expect excellence in everything that we do and are accountable for maintaining a high performance environment.

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 win more premierships than any other Club, while being consistently recognised as the best all-round Club and admired for

Section	Description
Title	Commercial Communications Coordinator
Reports to	TBC
Department	TBC
Term	Full time, ongoing
Core purpose	The Commercial Communications Coordinator is responsible for developing and delivering Customer Communications across all electronic and print touch points for the Commercial Operations Department.
Responsibilities and Duties	<p>Your responsibilities & duties will include:</p> <ul style="list-style-type: none">• Development and implementation of communications plan to support Commercial Operations objectives• Coordinate end to end processes for all customer communications including identification, development, approvals and send• Copywriting and editing of customer communication materials including, but not limited to EDM's, e-newsletters, SMS, direct mail and point of sale collateral• Develop communication initiatives to enhance customer engagement• Project manage the production of club digital magazine(s)• Membership website development and maintenance• Develop, create and format email templates specific to department requirements• Liaise with internal departments to coordinate internal and partner promotional requirements

	<ul style="list-style-type: none"> • Work with digital media department to implement customer related Social Media campaigns • Conduct campaign engagement reporting and report back recommendations to improve future campaign success • Ensure communications and digital properties conform to club guidelines and branding • Other duties as directed by the senior management
Skills and attributes	<ul style="list-style-type: none"> • Exceptional written, verbal and interpersonal communication skills • Highly developed digital skills including HTML code, Adobe In-Design, Photoshop and Dreamweaver plus experience in utilising CMS • Excellent attention to detail • Creative copy writer able to develop simplified content relevant to audience • Ability to effectively engage, negotiate and influence multiple stakeholders across the business and external suppliers • Well planned with the ability to be flexible and effectively multi-task • Highly self-motivated with desire to strive for excellence; shows initiative and wants to exceed agreed expectations and targets • Approaches the role with energy and enthusiasm • Team focused with an ability to work independently with strict guidelines and deadlines • Ability to clearly identify problems and present ideas to solve them • At all times adhere to Club values and Club policies
Qualifications	<ul style="list-style-type: none"> • Tertiary qualifications in communications or marketing • Demonstrated experience in similar Communications or Marketing roles in a results driven environment
Appraisal(s)	6 monthly performance reviews