



## HEAD OF PERFORMANCE MARKETING

### ST KILDA FOOTBALL CLUB

Careers at St Kilda Football Club represent a unique opportunity in football. Our club fuses elite performance with the creative, progressive and human centred spirit of our birthplace of 1873, St Kilda.

We value generosity, sharp thinking, sporting excellence and those who dare to continue to evolve and grow. We exist to connect people through inspiring football, thriving community and fresh experiences that give our people a sense of belonging and reflect the definitive spirit of St Kilda.

As a proud AFL foundation club, we are fiercely committed to taking the Saints to our supporters and members in fresh and exciting ways. We firmly believe we are heading in the right direction and we invite you to join us.

Reporting to the Chief Commercial & Marketing Officer we are seeking an experienced digital marketing professional to develop cross channel media strategies and to execute data driven campaigns to support our consumer growth ambitions.

This position will be responsible for leading data, analytics and insights to improve the club's marketing intelligence; fostering strong productive relationships with all digital media owners and agencies, sales and technology partners and executing effective campaigns with relentless measurement and a focus on ROI.

The ideal candidate will have a proven track record of developing data-driven customer acquisition strategies that drive positive ROI for e-commerce, mobile app companies or in an environment where digital marketing is central to growth. This person will think creatively and analytically and work collaboratively across the organisation. Additionally, this candidate must be able to thrive in a fast-paced environment with a high level of autonomy and accountability.

To be considered for this role you will have:

- Degree or equivalent work experience in Marketing.
- Extensive experience in developing and executing data-driven campaigns.
- Ability to synthesize data, make data-driven decisions and balance that with the 'art' of media strategy.
- Strategy, buying and executional experience required including expertise in analytics, A/B and multivariate testing, SEM, SEO, Social, Display, Field, and other inbound marketing channel.
- Comprehensive working knowledge of Google Analytics to understand users, behaviour and how this shapes messaging.
- Experience in performance-based agency or in-house marketing is desirable.
- Proven ability to be organised and demonstrate forward thinking and initiate change where required.
- Experience collaborating with cross-functional marketing teams.
- Strong eye for design and content quality.
- Excellent presentation skills and ability to communicate high level messages to partners.
- Ability to manage multiple tasks and meet timelines in an effective and efficient manner.
- A strong personal brand, including displaying well developed personal values, integrity and a commitment to professionalism and accountability.
- Advanced interpersonal and communication skills.
- Ability to work flexible hours across 7-days during the football season.

Please note this role will require weekend work and may be subject to relevant pre-employment checks.

To express your interest, please submit your resume with a one page cover letter to [careers@saints.com.au](mailto:careers@saints.com.au) by Wednesday 25<sup>th</sup> April 2018.