

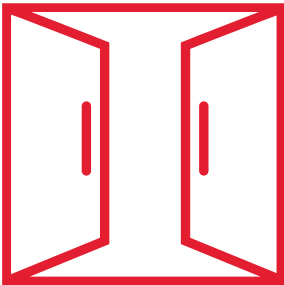


THE SYDNEY SWANS FOOTBALL CLUB ARE RECRUITING A: **MARKETING SPECIALIST**

When choosing a career with the Sydney Swans you will join a strong values-based organisation with a committed, proud and professional team working together towards ultimate sporting success. The Sydney Swans strive to be one of the leading football clubs both on and off the field in Australia.

- ▶ **Renowned Australian sporting team**
- ▶ **Fun and fast paced**
- ▶ **Vibrant & supportive team environment**

THE OPPORTUNITY



The Sydney Swans are seeking an energetic, team focused and dynamic individual to work across the delivery of the Club's marketing and brand initiatives.

The role sits in the Marketing & Integration team, reporting directly to the General Manager – Marketing & Integration, at our Sydney Headquarters based at the SCG.

To be considered for this role, you will be an up-and-coming, passionate marketer who is hands-on yet strategically minded.

THE MARKETING SPECIALIST WILL BE RESPONSIBLE FOR

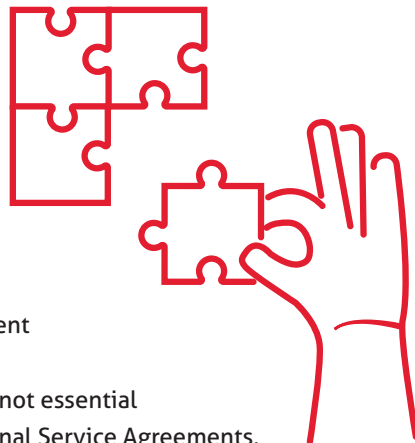
- ▶ Involvement in overall marketing strategy for the Club
- ▶ Implementation of integrated marketing campaigns to drive key metrics across the business including:
 - ▶ Crowd build - attendance
 - ▶ Casual ticketing and merchandise - retail
 - ▶ Membership - retention and acquisition
 - ▶ Fan Engagement - drive consideration
 - ▶ Audience growth - build interest and awareness
- ▶ Execution of channel plan and content creation including but not limited to TV, radio, print and digital
- ▶ Executing web, SEO/SEM, social media and digital advertising campaigns
- ▶ Measurement and reporting of marketing campaigns (ROI and KPIs)
- ▶ Working closely with the AFL HQ and AFL NSW/ACT on wider marketing campaigns
- ▶ Project management of internal marketing activity across business functions including direct and paid media, PR and experiential.
- ▶ Championing the brand internally making sure key stakeholders understand our brand and values
- ▶ Development of processes and practices to protect the Club and Players' Intellectual Property along with co-ordination of brand guidelines, approvals and style guides.
- ▶ Ensuring a consistent and aligned presentation of the Clubs' brand across communications, collateral and events
- ▶ Management of creative, media and digital agency relationships, along with key media partners.



WHAT WE'RE LOOKING FOR

SKILLS

- ▶ 3-5 years' experience in a similar marketing, communications, PR or agency role
- ▶ Tertiary qualifications in Marketing, Communications or related field
- ▶ Experience implementing integrated marketing plans with retail & brand outcomes
- ▶ Understanding of audience segmentation and channel planning
- ▶ Experience with digital and insight led marketing across database, email, social media and retargeting/prospecting advertising platforms such as AdRoll
- ▶ Knowledge of website, Google and Facebook advertising analytics tools
- ▶ Up-to-date with the latest trends and best practices in marketing and measurement
- ▶ Financial management – managing budgets including forecasting and reporting
- ▶ Strong Microsoft Office skills. Adobe In-design or Photoshop skills are a plus but not essential
- ▶ Knowledge of sport industry or AFL specific processes and guidelines i.e. Additional Service Agreements, Collective Bargaining Agreement are a plus but not essential.



CHARACTERISTICS



- ▶ A game changer; someone who is constantly looking for avenues to make improvement
- ▶ Macro-thinker; someone who is strategic and considers the bigger picture
- ▶ Passion and energy; someone who has a burning desire to work in the fast-paced and always evolving sports and entertainment industry
- ▶ Collaborative; someone who approaches marketing by thinking in terms of integrated, interconnected, interaction and how they affect each other
- ▶ Team Player; someone who enjoys being part of a team and is accountable, shares ideas, flexible and committed to the best outcome for the Club
- ▶ Precise attention to detail and project timeline management
- ▶ Strong copywriting and communication skills, both written and verbal
- ▶ Due to the nature of the industry, the ideal candidate must be flexible in their availability as extended hours and weekend work will be required for this role.

TO APPLY

- ▶ To be considered for this role please submit a one-page cover letter that addresses why you're the ideal person to be the next Sydney Swans Marketing Specialist along with your CV to hr@sydneyswans.com.au
- ▶ Please keep your application to a maximum of three pages including cover letter and less than 5MB in size.
- ▶ Applications close at 5.00pm on Monday 30th October 2017

