



Marketing Manager

An opportunity has arisen for a Marketing Manager to join the Western Bulldogs. An energetic and experienced marketer is required to help continue to drive the Club's ever expanding marketing portfolio.

Reporting to the Chief Marketing Officer this role will have direct responsibility over the planning and execution of key marketing projects, drive consistency across our brand and oversee match day production delivery.

This role is a key driver of cross department collaboration ensuring all key projects are achieving relevant outcomes.

The successful candidate will be responsible for:

- Planning the annual marketing schedule including specific brand and seasonal campaigns including but not limited to pre-season, AFLW, Crowd Build, Membership and the Finals Series
- Executing the delivery of bespoke Club marketing projects including all specific match day themes
- Manage the media plan and all content creation, including but not limited to TV, radio, digital and print
- Responsible for planning and delivery of the match day presentation from end to end for all AFL, AFLW and Finals Series games including big screen content, IPTV content, LED content, entertainment, fan zones, MC activities, mascots, player appearances, Club run sheet, internal department activity integration, on field and off field marketing activations
- Responsible for overseeing the graphic design department including managing all workflows and outputs
- Driving the Club's research and insights programs and ensuring results are fed back into the broader business
- Responsible for leveraging Club partnerships to deliver results to the Club
- Drive the Clubs Marketing push into Western Victoria ensuring key KPI's and deliverables are met
- Manage the Marketing budget including all forecasting and reporting

The successful candidate will have a Marketing degree and demonstrate strong experience in all facets of the marketing function. They will also have experience in managing staff and leading a high performing team. They will have excellent time management skills, have a proven ability to work to tight deadlines, require minimal supervision and have demonstrated capacity to build strong relationships with internal and external stakeholders.

This role is not a 9-5 role and involves regular weekend work but if you are interested in working in a challenging yet extremely satisfying position please [click on this link](#). Applications close at 5pm May 29.

A six (6) month probationary period applies to this position.

Please note that due to the high level of interest only those applicants short listed will be contacted.