



## Marketing Coordinator

We have a fantastic opportunity for a talented and dedicated **Marketing Coordinator** to join our team based at the Gabba. Reporting to the Marketing and Brand Manager, the **Marketing Coordinator** will be responsible for coordinating campaign activity for our membership and merchandise departments.

Responsibilities include but are not limited to:

- Lead process of developing and activating a strategy that engages and builds strong consumer support for the Brisbane Lions and meets annual member and supporter database growth targets.
- Implement consumer research to support consumer targets.
- Develop and lead the strategic consumer marketing plan to:
  - Grow brand awareness
  - Grow a fan base for the Brisbane Lions
  - Build a member base for the Lions
  - Engage and build loyal fans for the Club
- Develop and deliver targeted marketing campaigns to support membership revenue targets and attendance targets.

Our ideal candidate will have experience in developing and executing marketing campaigns and collateral development. Using your well-developed interpersonal and communication skills, you should have the ability to develop relationships quickly across a broad range of stakeholders.

You must be highly organised with solid time management skills and outstanding attention to detail. You should be a creative individual with the ability to think on your feet and hit the ground running with the confidence and ability to work autonomously. Creative writing skills and demonstrated IT proficiency (Word, Excel Powerpoint) are essential; as is experience with an email marketing platform.

Tertiary qualifications in marketing or communications is essential.

Due to the nature of the industry, the ideal candidate must be flexible in their availability as odd hours, and some weekend work will be required for this role, such as working at home games. To apply, please forward your CV and professional covering letter (maximum 1 A4 page) [jobs@lions.com.au](mailto:jobs@lions.com.au) by 14<sup>th</sup> June 2017.

The Brisbane Lions encourage people from diverse backgrounds to apply

