



## Match Day and Marketing Assistant

- A unique opportunity to join the Brisbane Lions
- Marketing and entertainment role

The **Match Day and Marketing Assistant** is at the forefront of our game day experience and brand management for the Brisbane Lions.

With 11 home games at the Gabba each year, the successful candidate will be innovative in delivering exciting, engaging and on brand entertainment to our supporters. When not busy pushing the boundaries on field; the **Match Day and Marketing Assistant** will support the Consumer Business team in delivering marketing outcomes for the business unit.

A truly diverse role responsibilities include but are not limited to:

### Match Day / Customer Experience

- The development and delivery of the overall Brisbane Lions match day customer experience program.
- Coordinate the production of the match day LIONS TV program, including on-field activity, content and run sheets.
- Coordinate on-field logistics and roll out at each event.

### Marketing

- Coordinate the Brisbane Lions Mascot program including campaign planning and execution.
- Maintenance of all branding activity within the Brisbane Lions and AFL guidelines.
- Assist with other department projects where required.

### Event Management

- Support the implementation of a strategic approach to use of fan development resources, such as player appearances, Mascot, community requests and other resources.
- Provide support in the implementation and management of offsite community activity, such as family days and club events.

This position would suit a professional from the Marketing or Events stream with a passion to work in the sports and entertainment industry. The ideal candidate will be confident, highly organised with solid time management skills and an outstanding attention to detail.

Due to the nature of the industry, the ideal candidate must be flexible in their availability as odd hours, and weekend work will be required for this role, such as working at home games.

To apply, please apply below or forward your CV and professional covering letter (maximum 1 A4 page) to Ms. Paddy McNee, GM People and Culture at [jobs@lions.com.au](mailto:jobs@lions.com.au) by 9 October 2015.

#### HYUNDAI CENTRE

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MAJOR PARTNERS

