



# Marketing and Match Day Coordinator

The Brisbane Lions currently have a fantastic opportunity for a talented and dedicated **Marketing and Match Day Coordinator** to join our team based at the Gabba. Reporting to the Marketing and Brand Manager, the **Marketing and Match Day Coordinator** will be pivotal in coordinating Marketing campaigns and activities for the Brisbane Lions. The role will lead the Marketing program for our Commercial department, with specific responsibility for partnerships, corporate hospitality and events, as well as managing Brisbane Lions home game, on field production activities.

Responsibilities include, but are not limited to:

- Leading the process of developing and activating a strategic commercial marketing plan and campaigns that engage and builds awareness of our strategic Partners, Corporate offerings and events.
- Manage the design and production of all printed and electronic collateral including sales material, fulfillment and match day
- Develop and execute the match day sports presentation, ensuring an entertaining and innovative experience for fans and members at Lions home games bot AFL & AFLW.

This will include:

- Working with key stakeholders – AFL and the Gabba
- Assist in developing partner activations
- On-field logistics and timings
- Develop and manage the match day content, run sheet, on screen segments, big screen graphics
- Work closely with the Commercial department to develop specific marketing campaigns that support their client's goals

Our ideal candidate will have experience in developing and executing marketing campaigns and briefing designers. 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, experienced running high volume events, 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 (Microsoft Office) are essential; as is experience with an email marketing platform. Adobe Creative Suite experience would be preferred.

Tertiary qualifications in Marketing or Communications are 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 all 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) Applications close **23<sup>rd</sup> October 2019**.

Brisbane Lions is an equal opportunity employer, committed to providing a working environment that embraces and values diversity and inclusion.

## HYUNDAI CENTRE

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