



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

THE OPPORTUNITY

The Sydney Swans are seeking an energetic, team focused and dynamic individual to assist with the day to day functions of the marketing team.

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

To be considered for this role, you will be an up-and-coming, passionate sports administrator or marketer who is hands-on and eager to learn!

THE MARKETING INTERN

The next marketing intern will be involved in delivering the overall marketing strategy for the Club.

Assist the marketing team across all elements of the marketing and integration strategy.

This may include, but is not limited to the following:

- > Assist with implementing the key marketing activities (digital, print, radio)
- > Assist with project management of internal marketing activity across business functions- membership, fan engagement, crowd build, casual ticketing and merchandise
- > Assist with ensuring a consistent and aligned presentation of the Clubs' brand across communications, collateral and events

Specific activities may include:

- > Manage CBA compliant imagery
- > Recording ASA activity
- > Assist with reporting of marketing campaign's (ROI's, reach, impressions)
- > Reconciliation of marketing department merchandise
- > Preparing match day requirements - ticket allocations, corporate hospitality passes
- > Administrative tasks

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

WHAT WE'RE LOOKING FOR

Skills

- > Currently undergoing tertiary qualifications in Marketing, Communications or related field
- > Desire to work as part of a team to achieve a strategic goal
- > Interest in learning about strategic marketing plans with retail & brand outcomes
- > Desire to learn about the latest trends and best practices in marketing and measurement
- > Strong Microsoft Office skills. Adobe In-design or Photoshop skills are a plus but not essential
- > Basic knowledge of sport industry and desire to learn about AFL specific processes and guidelines

The Perfect Talent

We're looking for a standout individual who will fit into the Swans Team seamlessly.

- > 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
- > 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

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 Intern 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.