

Sydney Swans Football Club

Marketing Coordinator - Job Description

- Renowned Australian sporting team
- Fun and fast paced
- Vibrant & supportive team environment

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.

The opportunity

The Sydney Swans are seeking an experienced, energetic, team focused and dynamic individual to coordinate the delivery of the Club's marketing and brand initiatives.

The role sits in the Corporate Partnerships & Marketing team, reporting directly to the Senior Manager – Corporate Partnerships & Marketing, at our Sydney Headquarters based at the SCG.

The Marketing Coordinator will be responsible for:

- Development and implementation of integrated marketing campaigns to support the Consumer Business Team to drive attendance outcomes including:
 - membership retention and acquisition
 - ticketing
 - fan engagement
 - database/supporter base growth
- Development of processes and practices to protect both the Club and Players' Intellectual Property along with co-ordination of brand guidelines, approvals and style guides.
- Management of creative and media agency relationships.
- Working closely with the AFL and AFL NSW/ACT on wider marketing campaigns.
- Writing creative and media briefs to provide clear direction on campaigns and outcomes required.
- Co-ordination of projects and advertising across a range of channels including paid media, PR and experiential.
- Traffic coordination of all internal marketing activity across business functions.
- Planning and executing web, SEO/SEM, social media and digital advertising campaigns.
- Measurement and reporting of all marketing campaigns (ROI and KPIs) including financials.
- Media partner account management

What we're looking for

Skills

- 2-3 years' experience in a similar marketing/brand role (this is not a graduate position).
- Tertiary qualifications in Marketing, Communications or related field.
- Highly creative with experience in identifying target audiences and devising campaigns that engage, inform and motivate.

- Demonstrable experience with SEO/SEM/CRO, database, email, social media and/or display advertising.
- Solid knowledge of website analytics tools (e.g., Google Analytics, Omniture, WebTrends).
- Up-to-date with the latest trends and best practices in marketing and measurement.
- Financial management.
- Strong Microsoft Office skills. Adobe In-design or Photoshop skills are a plus but not essential
- Knowledge of AFL specific processes and guidelines i.e. Additional Service Agreements, Collective Bargaining Agreement are a plus but not essential.

Characteristics:

- 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. You will give 100%, 100% of the time.
- Collaborative; someone who approaches marketing by thinking in terms of integrated, interconnected, interaction and how they affect each other.
- 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.
- Precise attention to detail and project timeline management.
- Strong copywriting and communication skills, both written and verbal.

Due to the nature of the industry, the ideal candidate must be flexible in their availability as extended hours and weekend work will be required for this role.

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 Coordinator along with your CV to hr@sydneyswans.com.au

Please keep your application to a maximum of four pages including cover letter and less than 5MB in size.

Applications close at 5.00pm on Wednesday 4th November.

Please note we expect a high level of interest in the role and only those applicants short listed will be contacted.