

## **Marketing and Communications Co-ordinator**

### **Duties and responsibilities**

#### **Purpose**

Working as a key member of the Commercial and Communications team to plan and execute marketing activities for Australian Sailing to increase engagement with Clubs, Class Associations, members and sailors. This will be done through building the profile of sailing and encourage participation nationally via the promotion of our various programs.

#### **The Role**

Joining Australian Sailing at an exciting time as we launch in to our summer regatta season, this role is an opportunity for a marketing and communications professional to make their mark in one of Australia's most successful modern Olympic sports.

Reporting to the Head of Commercial and Communications, the Marketing and Communications Co-ordinator is responsible for implementing Australian Sailing's marketing and communications strategy. This will be achieved through the creation and distribution of engaging and targeted content to support Clubs, Class Associations, participation programs, Australian Sailing events and member services and includes reporting on digital activity including websites and social networks.

This role is responsible for the development, execution and reporting of targeted project campaigns including EDMs, websites and social media utilising editorial, images and videos. Skills required include strong writing skills, eDM and social media experience, organisational skills and attention to detail.

The individual selected for this role will bring a 'can do' attitude and desire to build relationships internally and externally to achieve great results. As a member of a small team, it also requires a willingness to work independently and cohesively in support of others.

### **Principle Accountabilities**

#### Marketing and Communications

- Contributes to the development and delivery of the marketing and communications plan for Australian Sailing to engage with Clubs, Class Associations, members and key stakeholder groups.
- Executes the marketing and communications plan to encourage participation in sailing and other Australian Sailing activities.
- Schedules and produces regular e-newsletter campaigns to support programs of Australian Sailing.
- Responsible for the development and management of content calendar incorporating all planned campaigns across EDMs, social media, websites and media activities of Australian Sailing.

#### Website and Social Media

- Creates and administers calendar of relevant Club and program content, which is integrated with other Australian Sailing communications.
- Sources, prepares and uploads engaging content for Australian Sailing's websites, external websites and social media channels (requires some sailing knowledge, sound writing as well as image and video editing skills).
- Prepares suitably produced video and graphics for Australian Sailing channels.
- Stores and catalogues current photo and video content within the Australian Sailing library for use internally and externally.
- Tracks and reports on all Australian Sailing site metrics.

## Events

- Schedules and co-ordinates pre, during and post Australian Sailing event communications across EDM's, media releases and social media.
- Stakeholder communications with event host Club to increase participation at Australian Sailing regattas.
- Co-ordinates event media for major Australian Sailing events, as required, including photography and videography to achieve communications goals and within budgetary requirements.
- Liaises with host Clubs, stakeholders and event co-ordinator to ensure appropriate signage deliverables are met.

## Programs

- Executes a calendar of activity to encourage participation across identified targeted audiences.
- Identifies opportunities to cross promote participation with other Australian Sailing activities.
- Ensures current photo and video content for participation programs is stored within the Australian Sailing library.

## Planning and Reporting

- Supports Head of Commercial and Communications in developing and implementing media and PR activities to represent Australian Sailing and the Club network.
- Regularly reports on social media metrics and activities and offer suggestions on opportunities to ensure strong engagement.
- Ad hoc projects, as required.

## Key Relationships

<b>Australian Sailing</b>	<b>External</b>
Head of Commercial and Communications	Clubs
Marketing & Communications Team	Class Associations
Australian Sailing staff	

## Qualifications & Experience

This is a full-time position based at Australian Sailing in St Leonards, Sydney.

- Excellent written and verbal communication skills.
- Tertiary qualifications in marketing, communications, journalism, public relations or sport management are preferred.
- Experience in a media, communications, digital or club engagement role is highly desirable.
- Genuine interest in sport with sound knowledge and experience of sailing highly regarded.
- Strong organisational and planning skills required.
- High degree of computer literacy including web-based IT packages, image and video editing, e-newsletter distribution (MailChimp), experience with graphics packages ideal (Adobe Illustrator, InDesign, Photoshop).
- Demonstrated experience with websites (Content Management Systems).
- Ability to set up tracking and reporting across various channels.

- Excellent planning and time management with strong attention to detail and ability to work autonomously.
- Pro-active team player with a willingness to assist and interact with a wide range of stakeholders to get the job done.
- Due to the nature of the industry, it may be necessary to work outside of normal office hours including evenings or occasional weekend work.
- Ability to work under pressure to tight deadlines and manage competing tasks simultaneously.
- Travel to events interstate may be required.

### **Remuneration**

A suitable package will be negotiated with the successful candidate including superannuation and other entitlements/flexible work arrangements.