

Football NSW Marketing Coordinator



The Marketing Coordinator is responsible for assisting the Head of Commercial with the coordination and delivery of efficient and targeted marketing efforts.

The role will provide direct administration support to the Head of Commercial, whilst at the same time also undertaking marketing support to other Executive Management on specific projects and activities as required and as directed.

The Marketing Coordinator will assist in the implementation of FNSW marketing strategies, through internal and external communications and via relationship management with key stakeholders including sponsors, Football Federation Australia and other groups.

Duties and Responsibilities

- **Marketing Collateral** – Responsibility for assisting in the development, production and maintenance of accurate and timely marketing resources and promotional materials, including copy writing, proofing, editing and design for posters, information sheets, e-newsletters, web banners, flyers as well as the design and implementation of marketing campaigns.
- **Website** – In conjunction with the Digital Content Coordinator will maintain the responsibility for overseeing and developing content on the FNSW website and social media activity and ensuring the site/social media platforms are reflective of the FNSW Marketing Strategy.
- **Branding** – Ensure all activities and materials compliment FNSW branding and marketing efforts.
- **Sponsor Servicing** - Facilitate the effective servicing of sponsorships including the TAFE NSW Summer Football program and other properties as they are secured. This Includes launches, media events, media/leveraging opportunities conducted in conjunction with the relevant sponsor and sponsor property. Establishing positive working relationships and communication

channels with key sponsor representatives to ensure mutually beneficial outcomes for both the sponsor and Football NSW.

- **Key Contacts** – Maintain up to date records of key marketing contacts including sponsors, Associations and NPL Clubs.
- **Functions/Events** – Coordinate with relevant departments to facilitate the delivery of key events and functions.
- **Marketing & Promotions** – Undertake marketing and promotional activity in support of FNSW's Marketing & Communications strategy, including internet content, player appearances/community-based activity, match day marketing.
- **NPL NSW Live Streaming** – provide support for the administration of partnerships with suppliers for our online streaming including distribution of weekly match day appointments.

Selection Criteria (Specified skills, knowledge, experience and education)

- Formal qualifications in Marketing, Communications, Public Relations, Advertising, Journalism or similar disciplines
- Excellent written and verbal communication skills and interpersonal skills
- Highly organised with a strong attention to detail
- High level computer skills
- Passionate about marketing with a 'creative flair' and appreciation of design applications
- Act as a 'brand guardian' ensuring our branding is correct across all applications
- Experience in sponsor management and servicing
- Experience in a sports marketing role would be beneficial
- Confident and mature personality, with excellent corporate presentation, professional, friendly and motivated

Key Performance Areas

- Timely implementation of key marketing strategies and collateral to facilitate the achievement of organisation wide objectives/targets including player registrations, spectator attendances, media exposure and website traffic.
- Improved delivery of a wider variety of marketing initiatives to engage a broader target market.
- Monitor, review and timely reporting on initiatives to allow for revision and/or refinement of marketing activity to better achieve desired outcomes.
- Achieve a wider awareness of FNSW activities and in doing so achieve greater participation and acceptance of FNSW activities.

- Work with the Head of Commercial to develop initiatives that meet budget expectations through sound budget management and reporting techniques.

Other Requirements

- Flexible work hours may be required from time to time including night and weekend work
- Working with Children Number for paid workers
- Commitment to FNSW values, behaviours and culture
- Current driver's license

Culture

- Build trust via integrity, transparency and accountability
- Behave professionally
- Act as a team member

Professional Experience / Qualification

- Formal qualifications in Marketing, Communications, Public Relations, Advertising, or similar disciplines.
- 1-2 years' experience in a similar role.
- Organisation and Time Management skills
- Self-Application (Attitude) and Interaction
- Excellent Communication skills – written and verbal

How to Apply

Please submit your resume and cover letter, clearly stating how you meet the selection criteria.

The cover letter must address the **selection criteria**, plus any other information that you feel is relevant to your ability to fill this position.

Email your resumes and cover letter to:

Recruitment@FootballNSW.com.au

Please include the name, position and contact details of 2 referees (from previous / existing roles). They will not be contacted without your approval.

You **MUST** be an Australian Resident to apply for this position.

There are many employee benefits on offer including great team culture, onsite parking, discounts at the café and the opportunity to play Futsal on Friday's!

Contact Cindy for queries relating to open positions on (02) 8814 4415

To keep up to date with positions available head over to our home page
<https://footballnsw.com.au/about/careers/>

Due to the anticipated demand for this position only shortlisted candidates will be contacted.