



POSITION DESCRIPTION

MARKETING & COMMUNICATIONS COORDINATOR

JOB TITLE:	Marketing & Communications Coordinator
DEPARTMENT:	Marketing & Communications
LOCATION:	NNSWF Head Office – 13 Park Road, Speers Point NSW 2284
REPORTS TO:	Marketing & Communications Manager
START DATE:	
END DATE:	
TYPE:	

DIMENSIONS

• Number of direct reports	
• Number of indirect reports	

PURPOSE OF ROLE

The Marketing Communications Coordinator is responsible for assisting the Marketing & Communications Manager with the coordination and delivery of efficient and targeted marketing efforts.

The Marketing Communications Coordinator will work closely with the Marketing & Communications Manager to ensure all activities compliment branding and positioning efforts.

The role will provide direct marketing administration support to the Marketing & Communications Manager, whilst at the same time also undertaking marketing and communications support to other Executive Management on specific projects and activities as required and as directed by the Marketing & Communications Manager.

The Marketing Communications Coordinator plays a key role in the implementation of NNSWF marketing strategies, through internal and external communications and through relationship management with key stakeholders including sponsors, media and other groups.

KEY AREAS OF RESPONSIBILITY

- Marketing Collateral – The Marketing Communications Coordinator is responsible 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.
- Web Site – The Marketing Communications Coordinator, in conjunction with the Digital Content Coordinator is responsible for overseeing, sourcing and developing content on the NNSWF website and social media activity and ensuring the site/social media platforms remain current.
- Branding – The Marketing Communications Coordinator will ensure all activities and materials compliment NNSWF branding and marketing efforts.
- Sponsor Servicing - Facilitate the effective servicing of major sponsorships including the Newcastle Permanent Community Football program and other properties as they are secured. 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 NNSWF.

- Key Contacts – The Marketing Communications Coordinator will maintain up to date records of key marketing contacts including sponsors, media representatives, Zones and clubs.
- Functions/Events – Coordinate with the Marketing & Communications Manager to facilitate key events and functions as required.
- W-League Marketing & Promotions – Undertake marketing and promotional activity in support of NNSWF's management of the W-League Jets squad, including media conferences, web content, player appearances/community based activity, match day marketing/media.
- Photo Resource Library – Maintain a timely and accurate resource of photos and imagery of NNSWF activities for both print and digital applications. Attend key special events for this purpose and also to provide timely reports/updates to web/social media platforms across duration of these events
- Media Releases – Draft media releases as requested by the Marketing & Communications Manager for distribution to key media within targeted locations. Maintain accurate media database across all zones for this purpose.

(NOTE: The above are examples of key responsibilities and are descriptive rather than restrictive in their nature. Other duties and responsibilities may be assigned to the position in its role of marketing support.)

KEY OUTCOMES

- 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 web site hits.
- Better 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 KPI's.
- Achieve a wider awareness of NNSWF activities and in doing so achieve greater participation and acceptance of NNSWF activities.
- Work with the Marketing & Communications Manager to develop initiatives that meet budget expectations through sound budget management and reporting techniques.

KNOWLEDGE, BEHAVIOUR & SKILLS REQUIRED

- 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/servicing
- Experience in a sports marketing role would be beneficial
- Confident and mature personality, with excellent corporate presentation, professional, friendly and motivated

MAJOR INTERACTIONS

- Other Executive Management
- FFA Marketing – branding and marketing applications
- Media Outlets – local and regional media across the NNSWF state
- Sponsors – including Newcastle Permanent Building Society, Telstra and key media partners NBN Television, Newcastle Herald and NEWFM.
- Zones
- Designers – Liaise, create briefs for and manage relationships with graphic designers, web developers, printers, signage manufactures and other marketing related consultants and suppliers.
- Clubs – Key promotional staff/contacts for major clubs within key competitions including PS4 National Premier Leagues, Herald Women's Premier League and NEWFM 1st Division.
- Westfield W-League Jets Squad – including players, coaches and support staff as well as Newcastle Jets

media manager in relation to Jets website content.

UNIQUE CRITERIA

- The Marketing Communications Coordinator will work under a variety of conditions from Head Office to outdoor events in a variety of regional areas.
- Some weekend work is required.
- After hours duties as required including particularly in relation to timely web content and social media updates
- Some intrastate business travel may be required to key Zones throughout Northern NSW for marketing events or other duties/responsibilities encompassed in the role.

Employee Signature:

Date:

Manager Signature:

Date:

Award Grade:

Last Reviewed: