



POSITION DESCRIPTION

MARKETING & COMMUNICATIONS MANAGER

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

DIMENSIONS

<ul style="list-style-type: none"> Number of direct reports 	<ol style="list-style-type: none"> Marketing Coordinator x 2 Digital Content Coordinator Premier League Correspondents x 3
<ul style="list-style-type: none"> Number of indirect reports 	

PURPOSE OF ROLE

To provide professional marketing support across a variety of activities and initiatives of Northern NSW Football consistent with the organisations strategic goals and objectives.

KEY AREAS OF RESPONSIBILITY

- Management of marketing & promotional activity
- Development and co-ordination of corporate communications
- Management of effective branding applications and corporate image development
- Management of media relations and media communications
- Management of corporate sponsorship
- Co-ordination and management of key special events
- Management and supervision of Marketing Coordinators/Digital Content Coordinator roles

KEY OUTCOMES TO BE MEASURED AGAINST STRATEGIC OBJECTIVES WITHIN THE OPERATIONAL PLAN.

SUMMARY OF KPI's;

- Provide marketing support throughout Northern NSW which generates greater awareness and engages participants.
- Provide marketing support that facilitates greater awareness, interest and attendance in elite competition.
- Establish effective communication networks and channels which provide Northern NSW with opportunities.

disseminate key messages in a timely, professional and targeted manner.

- Identify, develop and professionally service sponsorships with relevant and complementary organisations provide revenue and/or in-kind support.
- Provide marketing support, which increase the awareness of NNSWF's merchandise program and ultimately generates more revenue.

KNOWLEDGE, BEHAVIOUR & SKILLS REQUIRED

- Professional qualifications in marketing/public relations/communications
- Previous experience in marketing, communications or similar role
- Excellent written and verbal communication skills
- High level experience with computer applications
- Highly organised with a strong attention to detail
- Experience in or possess a strong knowledge of sports marketing, sporting organisations or similar
- Excellent interpersonal skills
- Possess current drivers licence

MAJOR INTERACTIONS

- CEO
- Board
- Executive Management
- Staff Members/Zone Administration Staff
- Local and Regional Media
- Sponsors
- Marketing Suppliers – creative, production, graphic design, audio visual, printing

UNIQUE CRITERIA

- Some weekend work around key competitions and grassroots activity
- After hours work as required in addressing key marketing issues which may arise
- Intrastate travel as required particularly at commencement of new season

Employee Signature:

Date:

Manager Signature:

Date:

Last Reviewed:
