

# POSITION DESCRIPTION

*Netball Victoria exists to improve people's lives.*



<b>Position Title:</b>	<b>Marketing Specialist</b>		
<b>Department:</b>	Commercial	<b>Reports to:</b>	Marketing and Events Manager
<b>Location/s:</b>	Netball Victoria State Netball Centre 10 Brens Drive, Parkville 3052	<b>Direct Reports:</b>	Casuals and interns
<b>Classification:</b>	Specialist		
<b>Employment Status:</b>	Full time		
<b>Salary Package</b>	As agreed in contract of employment		
<b>Employment Conditions</b>	<p>Netball Victoria's office hours are Monday – Friday, 9:00am – 5:00pm.</p> <p>NV offers a hybrid work environment, where employees can work from both the office and home.</p> <p>Staff are employed in accordance with the terms and conditions outlined in their contracts.</p> <p><b>Due to the nature of this role in sport after hours and weekend work (regular availability) is essential.</b></p>		
<b>Netball Victoria</b>	<p>Netball Victoria is a not-for-profit, member-based organisation which is governed by a volunteer Board of Directors. It is the peak sporting body for netball in Victoria and is affiliated with Netball Australia.</p> <p>Netball Victoria exists to improve people's lives. Our core values of: <i>'We empower each other', 'We strive to go beyond existing barriers', and 'We are leaders'</i> – inform who we are, both individually and collectively, and therefore how we take up our organisational roles.</p> <p>The Netball Victoria Executive Team comprises of CEO, COO and General Managers across: Commercial Development, High Performance, Government Relations &amp; Facilities Development, Member Services, People &amp; Capability, Community, Stakeholder Relations, Finance, and Communications, Marketing and Partnerships.</p>		
<b>Commitment to Child Safety</b>	<p>We require all applicants to undergo background checks and screening prior to or during any appointment. Netball's Commitment Statement to Safeguarding Children and Young People and other important information can be found at <a href="https://vic.netball.com.au/child-safety-netball">https://vic.netball.com.au/child-safety-netball</a></p> <p><b>Diversity and Inclusion</b></p> <p>We are proud to be an equal opportunity employer, embracing diversity in all forms. We encourage applications from individuals of all backgrounds, including First Nations and Torres Strait Islander peoples, culturally and linguistically diverse individuals, and the LGBTQ+ community.</p> <p>At Netball Victoria, we embrace diversity in gender, age, ethnicity, disability, religion, and sexual orientation. We are committed to providing a safe environment for children across Netball.</p> <p><b>Netball Victoria Commitment to Safeguarding Children &amp; Young People</b></p> <p>Every person in the netball community has a responsibility to understand their role in ensuring the safety and wellbeing of all children and young people in our care. Netball Victoria is committed to promoting and protecting the rights of children and preventing abuse from occurring by fostering a culture where children feel safe and empowered. We also seek to ensure the cultural safety of First Nations children, children from culturally and/or linguistically diverse backgrounds and children with a disability.</p>		

### Primary Purpose of Position

Manage marketing activity for both Melbourne Vixens (MV) and Netball Victoria (NV) including:

- Support the Marketing & Events Manager in the development and coordination of organisational marketing and promotional plans - including for specific MV and NV community programs. Reporting back to relevant teams ongoing.
- Development and documentation of touch point marketing plans, including understanding consumer habits and their journey through owned digital channels. Reporting and providing ongoing recommendations for marketing improvements.
- Maximise the use of owned media channels - including the development of segmenting data and the scheduling and sending of EDMs, social media (including META), Google AdWords, digital advertising etc.
- Manage relevant creative and advertising agency relationships including briefing as required.

### Key Responsibilities

Accountabilities	Overview of Tasks
<p><b>Marketing</b></p>	<ul style="list-style-type: none"> <li>• Maximise the use of Netball Victoria and Melbourne Vixens owned media channels - including development, scheduling and sending of EDMs, social media (including META), digital advertising and Tradable Bits. Including providing regular reporting to relevant team members.</li> <li>• Develop and implement Netball Victoria and the Melbourne Vixens integrated marketing plans, ensuring campaigns are effectively amplified across all relevant channels and touch points, providing on-going campaign analysis and reporting of results. Including but not limited to key Netball Victoria community programs - NSG, clinics, MV Association Membership, Schools etc.</li> <li>• Managing relevant advertising agency relationships, including the development and coordination of relevant campaigns and advertising schedules (including bookings).</li> <li>• Work with NV's Brand and Design Specialist to ensure internal use of briefing documents, also writing briefs to external agencies as required and critiquing designs.</li> <li>• Ensure content is sent out on time and to the highest of standards across appropriate marketing mediums relevant to the stakeholder.</li> <li>• Assist in accessing new markets and growing lead generation, using a range of marketing strategies including management of NV segmentation strategy.</li> <li>• Work with all departments to understand and provide marketing and promotional support and guidance for programs, activities and events in each area of the business. Working closely with NV's Marketing and Events Manager and Media and Communications Manager to ensure appropriate promotion on owned digital channels.</li> <li>• Work with MV's Consumer Products Manager to develop and execute a Melbourne Vixens member retention and acquisition strategy.</li> <li>• Work with the team to develop and maintain an image library for all marketing requirements including maintaining agreements with photographers. Also organising photoshoots, ensuring they are conducted in a manner that adheres to child safety guidelines etc.</li> <li>• Analyse data and ensure all advertising dollars are focused on delivering the greatest possible ROI, maximising the utilisation of the marketing budget</li> <li>• Develop and manage marketing and promotions for merchandise, providing ongoing analysis and reporting of sales and promotional results.</li> </ul>

<b>Associated Duties</b>	<ul style="list-style-type: none"> <li>• Management of competitions through Tradable Bits including development of terms and conditions as required.</li> <li>• Oversee the development and monitoring of marketing and promotional plans and budgets to achieve high quality, on-time outcomes.</li> <li>• Work with all areas of the business to assist in developing strategies and actions that more effectively and respectfully target specific community groups, i.e. people with a disability, CALD communities etc.</li> <li>• Work with relevant staff on data management and optimisation.</li> <li>• Assist with other areas across Commercial as required, including updating websites etc.</li> <li>• Supervise and direct work experience, trainees and fieldwork placement students as required.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Build collaborative relationships across departments to ensure seamless integration of operational activities.</li> </ul>
<b>Innovation and Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Identify opportunities to innovate and enhance marketing and promotional activities.</li> <li>• Leverage data and feedback to drive improvements.</li> <li>• Champion initiatives to streamline workflows and optimise the delivery of marketing.</li> </ul>
<b>Contribute to Workplace Culture</b>	<ul style="list-style-type: none"> <li>• Be committed to, and always displaying behaviours consistent with Netball Victoria’s values, which include empowering each other, striving to go beyond existing barriers, and being leaders.</li> <li>• Be open minded and embracing of Netball Victoria employees, communities, and stakeholders.</li> <li>• At all-times contribute to a safe and healthy workplace</li> <li>• Embrace Learning and Development</li> </ul>

<b>Qualifications, Experience &amp; Skills</b>
<ul style="list-style-type: none"> <li>• Relevant tertiary qualification in Marketing (required).</li> <li>• Minimum five (5) years’ experience in marketing.</li> <li>• Strong administrative and organisational skills and excellent written and verbal communications.</li> <li>• Ability to set priorities, plan work programs, meet deadlines and manage time effectively.</li> <li>• A high level of attention to detail is critical.</li> <li>• High level interpersonal skills and ability to elicit cooperation from people across a wide range of organisations.</li> <li>• High level of written communication skills.</li> <li>• Strong organisational skills, time management and the ability work well under pressure on a variety of tasks and be open to last-minute requests that may pop up.</li> <li>• A passion for data and insights.</li> <li>• Current and valid Employee Working with Children Check (to be connected to Netball Victoria)</li> <li>• Current and valid Victorian Driver’s Licence</li> </ul> <p>Some knowledge and/or experience working with individuals, groups or communities from an All Abilities, Multicultural or Indigenous background will be an advantage.</p> <p>We’re an equal opportunity employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.</p>