

DIGITAL MARKETING AND COMMUNICATIONS COORDINATOR

Employer	Netball WA
Position Title	Digital Marketing and Communications Coordinator
Reports to	Media and Communications Manager
Department	Shared Services
Location	State Netball Centre, 200 Selby Street, Jolimont
Organisational Overview	<p>Netball WA is the governing body for the sport in Western Australia, incorporating the subsidiary entities of West Coast Fever Netball Club and Glass Jar Australia. Netball WA has a clear vision to be 'The sport of choice in Western Australia'.</p> <p>Underpinning this vision and our purpose of 'advancing netball, advancing communities', is a new 2018-2022 Strategic Plan which outlines key outcomes, goals and strategies across four pillars within Netball WA; People & Culture, Participation, Pathway & Business Performance.</p>
Position Overview	<p>Reporting to the Media and Communications Manager, with a close working relationship with the Head of Marketing, the Digital Marketing and Communications Coordinator will oversee the implementation and management of the organisations digital platforms with a customer first approach to growing digital engagement with target audiences across a wide-range of channels.</p> <p>Critical to the success of the role will be a solid understanding of the digital landscape, customer trends and the various functionalities across a diverse range of internal and external priorities.</p> <p>The successful candidate will also be an exceptional communicator with an ability to adapt their writing style to different audiences and platforms.</p> <p>The roles working network will include collaborating with media and marketing partners, affiliated bodies including Netball WA's Associations, West Coast Fever and Suncorp Super Netball Clubs, Glass Jar Australia and Netball Australia.</p>
Key Duties	<ul style="list-style-type: none"> • Promote the vision, purpose, values and behaviours of Netball WA within the greater Communities of Western Australia; • Grow the Netball WA, West Coast Fever and Shooting Stars brands in a dynamic and vibrant way through best practice initiatives, advocacy, engagement and first-class customer experience methodologies; • Manage all digital platforms across Netball WA, West Coast Fever and Glass Jar Australia including websites, EDM's and social media; • Produce content and for all digital platforms, ensuring a consistent and regular voice for our collective organisations;



- In conjunction with the Head of Marketing, deliver against various marketing strategies including Netball WA's membership, West Coast Fever ticketing and Glass Jar Australia fundraising initiatives;
- In conjunction with the Commercial team, oversee the delivery of all digital and communication requirements of our partners and sponsors;
- Assist the delivery of Events and Competitions across Netball WA, West Coast Fever and Glass Jar Australia relating to communications and social media;
- Develop and deliver digital marketing plans across Netball WA, West Coast Fever and the Shooting Stars program;
- Track, optimize and analyse digital activities;
- Ensure that risk and compliance is managed effectively in regards to digital systems and privacy;
- Attend external events as required to promote Netball WA, West Coast Fever, Glass Jar Australia and other programs as required;
- In association with the Head of Marketing, implement all digital marketing plans and strategies, including building and executing online and social media strategies, campaigns and developing organisational collateral;
- Ensure the timely and efficient coordination of Netball WA, West Coast Fever and Glass Jar Australia digital activities within prescribed budgets, ensuring that approvals process is adhered to;
- Manage the day to day needs of the Netball WA, West Coast Fever and Glass Jar Australia digital channels, with a customer first approach including;
 - Managing and responding to social media enquiries
 - Website management, ensuring content and news is engaging with target audiences in a timely manner
 - Review and tracking of website performance using Google Analytics
 - Social media management of core platforms on Facebook, Twitter and Instagram
 - EDM management and scheduling via Campaign Monitor, with ongoing optimisation and review
 - Researching and writing engaging and relevant and word-perfect content across social media and online news articles
- Coordinate and deliver periodical reporting of organisation digital channels, against targets, along with trends and analysis;
- Keep up to date of digital trends, making recommendations for future improvement;

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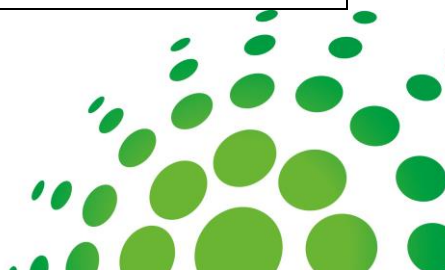


ShootingStars

200 Selby Street JOLIMONT 6014
PO Box 930 SUBIACO 6904

Tel: (08) 9380 3700 Fax: (08) 9380 3799 Email: info@netballwa.com.au

www.netballwa.com.au



	<ul style="list-style-type: none"> • Provide high level and ongoing support across the Shared Services department in the delivery of Netball WA, West Coast Fever and Glass Jar Australia revenue generation activities and customer engagement through digital channels; • Any other reasonable duties within the Employees capabilities is expected to be undertaken as directed by Executive Management from time to time.
<p>Criteria</p>	<p>Essential</p> <ul style="list-style-type: none"> • Commitment to Netball WA’s values & behaviours; • Minimum of 1 to 2 years’ experience in a similar role; • Ability to prepare quality and accurate written communication, correspondence and reports; • Have strong communication skills and ability to work with a range of people/stakeholders; • Good working knowledge of Facebook, Twitter, Instagram; • Experience using a website CMS system such as WordPress; • Experience with Google Analytics; • Experience with EDM platforms such as Campaign Monitor; • Understanding of the Windows operating environment; • Strong attention to detail and accuracy in performing work; • The ability to plan and priorities work and maximise the use of internal and external resources to achieve outcomes; • Excellent presentation skills; • Ability to work independently and part of a broader team; • Preparedness to be flexible in respect to work hours; • Current Working with Children Check; • A current “C” class WA Driver’s licence <p>Desirable</p> <ul style="list-style-type: none"> • Tertiary qualification in Digital Marketing; • Experience with Google AdWords and SEM; • Understanding of SEO; • Video editing and development; • Experience with the Adobe Suite, including image editing via Photoshop; • Experience working with Member based organisations; • An understanding of the sport landscape in WA; • An understanding of the Australian Privacy Principles (APPs)

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<p>NWA Values and Behaviours</p>	<p>Promote the purpose, values and behaviours of Netball WA, West Coast Fever and Glass Jar Australia within the netball and greater Western Australian communities, advocating the organisation as a deliverer in service excellence;</p> <p>Values</p> <ul style="list-style-type: none"> • Professionalism • Collaboration • Innovation <p>Behaviours</p> <ul style="list-style-type: none"> • Be on the same side and act as one • Always support each other to reach our goals • Be open and honest • Find a way to do what we say we will do • Listen to and value our people • Be the best at what we do
<p>Key Interactions</p>	<p>Strategic Media and Communications Manager Head of Marketing Chief Commercial Officer Other Executive Management team</p> <p>Operational Media and Communications Manager Head of Marketing Shared Services Department Commercial Department Events Department Corporate Services Department Community Netball Department West Coast Fever Subsidiary Glass Jar Australia Subsidiary NWA member Regions, Associations and Clubs Local brand and marketing agencies Netball Australia Various Contractors</p>
<p>Hours of work</p>	<p>This role is a full-time, maximum term for (3 years with possible extension) position working 37.5 hours per week. The nature of this position requires some out of hours and weekend work.</p>

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Salary/Benefits	<p>A salary range of \$50,000-\$55,000 per annum plus superannuation will be negotiated with the successful applicant dependent on level of experience.</p> <p>Netball WA offers a range of benefits to our staff that include: Free parking on site, tickets to West Coast Fever and other events, access to Professional Development opportunities, Employee Assistance & Wellness.</p>
How to Apply	<p>Applicants are asked to forward a current resume outlining their relevant experience and a covering letter addressing the i) role criteria and ii) motivation for your application via seek or e-mail to:</p> <p style="text-align: center;">Srijana Baisyet, HR Coordinator, Netball WA hr@netballwa.com.au</p>
When do applications close?	Applications close at 5.00pm (AWST) on 01st February 2019
Who do I contact if I have an enquiry?	In confidence to Nathan Drudi, Media and Communications Manager on 0447 136 955

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