Position Description

Position title: Marketing and Communications Manager

Reports to: General Manager - Commercial

Date: February 2019

Department: Commercial

Position Details: Full-time permanent position (1.0 FTE)

Environment
Netball is the leading women’s participation sport in Australia. Netball SA is the peak State Sporting Organisation for netball in South Australia and is affiliated with Netball Australia.

Netball SA is responsible for the governance, development, promotion and administration of netball throughout South Australia and has the responsibility for servicing its 35,000 members, the operations of Priceline Stadium and the running of its elite team, the Adelaide Thunderbirds.

As a professional sporting organisation with extensive community reach, Netball SA has a responsibility to enhance the reputation of the sport and to communicate news of significance to members, fans, supporters and the general public.

The Adelaide Thunderbirds are a professional netball team competing in the Suncorp Super Netball League. The Thunderbirds are owned and operated by Netball SA and are a key strategic component of promoting and developing the game of netball in South Australia.

Position scope
Reporting to the General Manager - Commercial, the Marketing and Communications Manager will assist in the delivery of the marketing, brand and communications objectives of Netball SA and the Adelaide Thunderbirds to achieve the organisation’s strategic goals.

Critical to the success of the role will be the ability to increase the awareness of the Netball SA and Adelaide Thunderbirds brands, providing support through campaigns, advertising, retail, online, relationship marketing and key media relations. A close working relationship will exist with marketing partners, key media outlets, affiliated bodies including Netball SA’s member Regions, Associations and Clubs, Netball Australia and the Suncorp Super Netball League to ensure the successful achievement of this position’s objectives.

Key relationships
- General Manager – Commercial
- General Manager – Adelaide Thunderbirds and Elite Pathways (GM – ATEP)
- General Manager – Sport Development
- CEO
• Adelaide Thunderbirds Head Coach and players
• Netball SA corporate partners
• Netball Australia and Member Organisation Marketing and Media Managers
• Media representatives, partners and stakeholders
• All other staff members of Netball SA as required
• External consultants and suppliers
• Other state netball member organisations

Key areas of responsibility
The key areas of responsibility for the Marketing and Communications Manager include, but are not limited to:

• Delivering marketing and communications strategies across a range of internal and external channels (including traditional media, new media, advertising and PR).
• Developing, refining and implementing Netball SA and Adelaide Thunderbirds brand, marketing and communication initiatives across multiple projects, programs and events.
• Continually monitoring the delivery and execution of the brand direction and recommending areas of improvement.
• Grow the Netball SA and Adelaide Thunderbirds brands in a dynamic and vibrant way through the communication of best practice initiatives, advocacy, engagement and first-class customer experience methodologies.
• Leading, managing and mentoring the Marketing and Communications team to achieve department strategic objectives.
• Working with key Netball SA staff and stakeholders to establish, measure, report and deliver on a range of annual key performance indicators.

Key duties

Marketing and communications
• Develop and deliver marketing strategy and plans for Netball SA in consultation with key staff, external consultants and other stakeholders.
• Develop and deliver marketing strategy and plans for the Adelaide Thunderbirds in consultation with the GM – ATEP, external consultant and other key stakeholders.
• Articulate and communicate Netball SA’s and the Adelaide Thunderbirds desired brand image ensuring all marketing and communication strategies are in line with Netball SA’s vision, purpose, ambition and brand strategy across all internal and external departments.
• High quality content creation, copywriting, editing and proofreading of Netball SA and Adelaide Thunderbirds external communications and marketing collateral (e.g. EDMs, Thunderlink magazine and the Netball SA Annual Report)
• Managing content and monitoring Netball SA and Adelaide Thunderbirds social and digital channels in line with relevant strategies.
• Working closely with the Commercial team to ensure corporate partners / sponsors are recognised appropriately in all media related material
• Manage and oversee the production of all print and electronic collateral including but not limited to program materials, brochures, annual report and websites.
• Liaise with Netball Australia marketing contacts to maintain broad knowledge of national marketing and communication plans and identify alignment with Netball SA and Adelaide Thunderbirds strategies.
PR and media
- Support Adelaide Thunderbirds and Netball SA media activities, such as the development of joint media strategies and media risk management, in collaboration with key Netball SA staff and external consultants where required.
- Assist with media management at both home and away games and major events as requested/agreed with the GM – ATEP, GM – Commercial and external consultants.
- Support and assist with the annual Adelaide Thunderbirds Media Day and other media-related photo or filming days where required.
- Media monitoring and reporting.

Stakeholder relationships
- Ensure that all internal departments are supported in their marketing and communication needs.
- Assist the broader Commercial and Adelaide Thunderbirds & Elite Pathways departments in the identification of sponsorship and funding opportunities, the development of sponsorship and funding proposals, renewals and reviews to attract and retain sponsors and other government and non-government partners.
- Ensure the delivery of all marketing, brand and media commitments and activations are agreed with various funding agencies, sponsors, members and key stakeholders.
- Manage and develop Netball SA’s relationships with external suppliers, partner agencies and key media outlets including digital and print media, ensuring cost-effective solutions are maximised.

Team leadership
- Create a learning environment within the Marketing and Communications team by monitoring staff performance and providing timely feedback that fosters encouragement and innovation.
- Ensure procedures are in place and followed to achieve departmental and organisational outcomes and goals.

Budgeting and reporting
- Monitor and report on the annual marketing and communications budget, including forecasts on individual campaign budgets as required.
- Preparing information for inclusion in monthly board reports, as required by the General Manager – Commercial.

Selection criteria

Qualifications and experience
- A tertiary qualification in marketing, communications or a similar field or relevant experience.
- Minimum five years’ professional experience in a similar role.
- Strong knowledge of marketing, communications, and media relations.
- Strong customer service and stakeholder relationship management experience.
- Demonstrated experience in the management of staff, volunteers and contractors.
- Strong communication skills and ability to elicit cooperation from and work with a range of people/stakeholders.
- Demonstrated ability to manage departmental budgets.
- The ability to plan and prioritise work and maximise the use of internal and external resources to achieve outcomes.
- Exposure to working within a member-based association, particularly of a sporting nature is desirable.
Knowledge and skills
• Creative flair, ability to generate and bring new campaign concepts to life.
• Ability to work in a high-pressure environment.
• Excellent verbal and written communication skills and the ability to interact with a range of stakeholder groups.
• Understanding and appreciation of sport.
• Outstanding relationship management and negotiation skills.
• Exceptional organisation skills and a demonstrated ability to manage time and resources.
• Ability to manage conflicting initiatives and priorities.
• High attention to detail demonstrated in all aspects of work.
• Ability to work autonomously and as a member of a strong team in a fast-paced environment.
• Demonstrated skills and experience in social media platforms, website CMS, email marketing, SurveyMonkey, Microsoft Office Suite, Adobe Creative Suite (desirable) and other web and IT resources.

Personal attributes
• Demonstrated commitment, drive and initiative to achieve organisational strategic objectives.
• Ability to work autonomously and collaboratively in a team to maximise objectives.
• Warm, approachable and personable with the ability to have difficult conversations.
• Excellent personal presentation.
• Ability to display personal responsibility for transparent decision making.

Team performance
• Contribute to the overall success of the Netball SA team through open and honest communication, respect for others and reporting progress regularly.
• Take a proactive role in fostering a positive and success-driven culture within Netball SA.
• Participate in the Performance Development Review Process which includes regular review of performance against the responsibilities and performance objectives.
• Perform the responsibilities of the role in a manner which reflects and responds to continuous improvement.
• Willing to go outside the role to help others in times of peak demand.
• Demonstrates and adheres to the values of Netball SA.

Hours of work
• Permanent full-time position – 1.0 FTE with the ability to work flexible hours.
• Must have the availability to work out of hours and on weekends during times of peak operational demand.
• Some interstate and/or intrastate travel may be required.

Special requirements
• The successful applicant will be required to satisfy the requirements of a National Police Check and working with children check.