

Job Description

VENUES WEST

Position details:

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| Title: | Marketing and Communications Manager |
| Classification: | Level 6 |
| Branch: | Perth Motorplex |
| Directorate: | Venue Management |
| Award/Agreement: | Public Sector and Government Officers General Agreement and GOSAC 1989 |
| Reports to: | General Manager |
| Direct Reports: | None |
| Special Conditions: | None |

About the Organisation

Our Vision is to deliver world class sport and entertainment experiences through the effective management of our venues.

We directly support high performance sport by providing training and competition facilities, direct subsidies to sport on venue and events costs, and through the provision of high performance sport experiences for the community.

We focus on attracting world class sport and entertainment events, providing all Western Australians with the opportunity to be inspired.

About the VenuesWest Way

The following values guide our decision making and behaviour every day:

- We champion dreams
- We find a way to make it happen
- Together we win
- We act like owners
- We celebrate success – big and small

About the Directorate

The Venue Management Directorate is responsible for the activation of VenuesWest managed facilities through the provision of support for high performance sport and delivery of community and commercial opportunities for sport, recreation and entertainment.

About the Role

The Marketing and Communications Manager is responsible for developing and managing the marketing strategy, achieving sales and revenue targets, delivering positive communications for the venues many stakeholders and managing the sponsor contractual arrangements as required.

About the Responsibilities

Marketing

- Develops, implements and rolls out the annual Marketing Plan for Perth Motorplex including marketing and execution of the plan in conjunction with the relevant managers and within set budget parameters
- Evaluates and reports on Marketing Plan effectiveness.

Advertising

- Develops and executes tactical advertising campaigns – end to end from understanding the target audience, reason to purchase, competitor's offerings, developing a strong concept / image and headline for each material type.
- Books media channels through Government media buyers, ensuring communication and buy in by the internal sales teams and evaluating the end campaign, sharing and documenting learnings.
- Copy writing for multiple channels and marketing materials such as brochures, newsletters, catalogue, campaign posters, DL's.
- Enlists graphic design services to create event materials and venue/event publications.
- Ensures all marketing collateral is current and available for use as required.

Sales

- Develops detailed sales strategies to meet financial objectives
- Implements approved plans to increase ticket sales and upgrades; sponsorship revenue, revenue from video content distribution and corporate suite revenue.
- Manages sponsor contractual agreements and delivery of obligations as required.

Communications

- Develops and coordinates the social media content plan and coordinates execution with assistance from event managers.
- Works with designated stakeholders, promoters, sporting bodies and associations that use the venue and fosters good working relationships to achieve successful commercial outcomes
- Liaises with all print and electronic media to maximise event exposure
- Assists the General Manager and Communications Manager to manage any reactive media issues.
- Generates content and delivers Public relations with media, the public and stakeholders
- Ensures that staff are aware of all planned promotional activities and advertising campaigns.
- Manages the planning development and use of the EDM platform including communication and promotional emails to customer segments ensuring the Privacy act and principles are adhered to.
- Analyses website performance through Google Analytics, documents and communicates results and liaises with the external web agency for improvements as needed.
- Manages the planning, development and use of the Motorplex and Competitor entry website/s, using the CMS to write and update content, upload documents and images in association with other venue staff.

Reporting

- Provides weekly sales contact diary to the General Manager.
- Presents marketing and campaign plans for sign off.
- Contributes to the development of and working within budget parameters.
- Reviews sales performance with the General Manager on a regular basis and reports on the following areas via monthly summary report;
 - Sales budget v's actual.
 - New clients revenue
 - Retention of existing clients
 - Success of promotions.

About the Person

The following **essential** capabilities are to be addressed in the context of the responsibilities of the position:

1. Demonstrated skills, knowledge and experience in the development, implementation and evaluation of communication plans; Demonstrated experience in the planning, management and evaluation of innovative marketing strategies or sales strategies across a range of commercial activities relevant to the Motorsport industry.
2. Understands strategic objectives, trends and factors that may influence work plans; Scans the environment to monitor work plans; Thinks laterally and is innovative in identifying and implementing improved work practices.
3. Establishes clear plans and timeframes; Evaluates performance and identifies need for change; Determines action and focuses on quality whilst seeing tasks and projects through to completion.
4. Builds and maintains relationships with stakeholders, team members and colleagues; Recognises and adapts to individual differences and diversity and takes responsibility for delivering high quality customer focussed services.
5. Exemplifies personal integrity and self-awareness by adhering to the VenuesWest Way and Code of Conduct; Challenges issues constructively, committing to actions and reflecting on own behaviours.
6. Communicates and influences effectively both orally and in writing, presenting messages confidently, listening to differing ideas and presenting persuasive counter arguments in negotiations.
7. Defines and clearly communicates roles and responsibilities; Negotiates and monitors performance standards and provides regular feedback to build on strengths; Guides the team and achieves results; Actively promotes and communicates change to employees.

The following **desirable** capabilities are to be addressed in the context of the responsibilities of the position:

1. Experience in driving sponsorship in the motorsport industry.
2. Marketing qualifications

Employment Conditions and Eligibility

Appointment to this position is conditional upon:

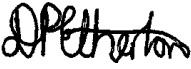
- providing appropriate evidence of the 'Right to Work' in Australia

Important note: The key requirements and attributes detailed above are based on the following core capabilities prescribed in the VenuesWest Job Capability Framework:

- Shapes and manages strategy
- Achieves results
- Builds productive relationships
- Exemplifies personal integrity and self-awareness
- Communicates and influences effectively
- Manages people

Additional information can be obtained by contacting Human Resources on (08) 9441 8362.

Certification:

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| The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position. | | |
| David Etherton Chief Executive Officer |  | Date Approved: 16/08/2016 |
| As occupant of the position I have noted the statement of duties, responsibilities and other requirements as detailed in this document. | | |
| Employee Name: | | Date Appointed:/...../..... |
| Signature: | | Date Signed:/...../..... |