

# Job Description



## Position details:

<b>Title:</b>	Marketing Coordinator	<b>Position Number:</b>	04205
<b>Classification:</b>	Level 3		
<b>Branch:</b>	Marketing		
<b>Directorate:</b>	Strategy and Partnerships		
<b>Award/Agreement:</b>	Public Service Government Officers General Agreement and GOSAC Award 1989		
<b>Reports to:</b>	Marketing Manager		
<b>Direct Reports:</b>	Nil		
<b>Special Conditions:</b>	Nil		

## 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 VenuesWest Way guides the way we work and the way we model our behaviour.**

It is our system of defining and measuring our culture and it provides us with the format to engage, improve, support and challenge one another to be the best we can be – as individuals and as a collective.

Our signature behaviours:

- 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 Strategy and Partnerships directorate is responsible for the development and management of contracts and procurements across the VenuesWest business, building relationships with our key partners, provision of long term planning, reforming major business processes, communications and marketing, promotion of commercial activities and positioning VenuesWest for the future.

## About the Role

The Marketing Coordinator partners with the VenuesWest business unit managers to provide marketing advice and manage marketing activities. In line with the marketing plan, the role develops end to end creative marketing campaigns for the business unit products and services to optimise venue usage and maximise financial returns in conjunction with maintaining administration responsibilities associated with the marketing branch. The position forms part of a creative and customer focussed marketing team.

## About the Responsibilities

- Actively contributes to the development and implementation of the VenuesWest marketing plan and marketing budget.
- Develops and delivers detailed integrated end to end marketing campaigns for allocated business units.
- Coordinates and schedules the content and delivery of VenuesWest marketing communications (e.g. quarterly catalogue, patron emails).
- Prepares, manages and reports on budget requirements for allocated marketing campaigns.
- Manages expectations with internal contacts on timeframes for campaign development and delivery.
- Maintains the VenuesWest website including Search Engine Optimisation and Search Engine Marketing and monitoring and refreshing content including blogs, news items, images and approval of website content changes.
- Assists in developing the presence of VenuesWest in social media.
- Collects and analyses available data to measure and report on the effectiveness of marketing campaigns.
- Collaborates with the Graphic Designer on design and production aspects of publications, promotional material, signage, electronic-artwork, VenuesWest branding and all other aspects of graphic design materials when required.
- Collaborates with the Digital Marketing Coordinator on digital strategy and digital campaigns when required.
- Liaises with the Government Communications Unit for campaign approvals.
- Coordinates and maintains an accurate database system as required for marketing purposes and record keeping compliance.
- Streamlines key customer journeys and targeted messaging through digital platforms using the CRM system and marketing automation.
- Prepares end of month reports on campaign progress, evaluation and other marketing activities.
- Assists in the identification, development and delivery of sponsorship, partnership and promotional opportunities.
- Assists the Senior Marketing Coordinator in the preparation of presentations for VenuesWest marketing purposes.
- Monitors the VenuesWest brand and its use across marketing and corporate materials to ensure compliance with style guides
- Sources quotes and tenders for marketing projects goods and services and prepares purchase orders for requisitions.
- Liaises with stakeholders and external service providers e.g. web developers and printers
- Liaises with venue and event sponsors to ensure contract responsibilities are fulfilled.
- Raises purchase orders and processes invoices for marketing related procurement.
- Reconciles and equates monthly credit card statements.

## About the Person

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

1. Previous experience in planning, developing, delivering and evaluating end to end creative marketing campaigns in a commercial environment together with experience in website content management systems, search engine optimisation and a range of social media platforms.
2. Supports shared purpose by understanding reasons for decisions and how they link to work, identifies potential issues and researches, analyses and makes evidence based recommendations for improvements.
3. Organises and reschedules work to reflect changes in priority; maintains accurate records and files and sees tasks through to successful completion.



4. Builds and maintains relationships by keeping clients informed, responding to changes in client's needs, acting on constructive feedback and providing prompt and courteous service.
5. Exemplifies personal integrity and self-awareness by adhering to the VenuesWest Way and Code of Conduct; providing accurate information; staying calm under pressure and ensuring work is finalised.
6. Communicates clearly both orally and in writing, listening to, understanding and adapting communication styles to the audience.

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

1. Previous marketing experience in a sport, recreation or entertainment environment.
2. Tertiary qualification in Marketing or related discipline

### Employment Conditions and Eligibility

Appointment to this position is conditional upon:


- providing appropriate evidence of the 'Right to Work' in Australia
- providing a National Police Clearance Certificate (dated within 3 months from the date of application for the position) from a recognised service provider as determined by VenuesWest.

**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:

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.		
<b>Janis Carren</b> Director Strategy, Marketing & Governance		Date Approved: 08/12/2014
As occupant of the position I have noted the statement of duties, responsibilities and other requirements as detailed in this document.		
<b>Employee Name:</b>		Date Appointed: ...../...../.....
<b>Signature:</b>		Date Signed: ...../...../.....