

# DIGITAL MARKETING COORDINATOR


 VENUES WEST

<b>AWARD CLASSIFICATION</b>	GOSAC, Level 4	<b>ANZSCO</b>	225113
<b>DIRECTORATE</b>	Venue Management	<b>BRANCH</b>	Marketing
<b>LINE MANAGER</b>	Senior Digital Marketing Consultant	<b>DIRECT REPORTS</b>	N/A
<b>SPECIAL CONDITIONS</b>	N/A		

## ABOUT THE DIRECTORATE

The Venue Management Directorate is responsible for the activation of VenuesWest's self-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 Digital Marketing Coordinator is responsible for implementing VenuesWest's Digital Marketing Strategy through the delivery of engaging and content-rich digital campaigns. This role focuses on creating and executing marketing initiatives across social media, paid advertising and email marketing channels to build strong connections with digital communities, promote venue services and support the organisation's broader vision and purpose. With a strong emphasis on content creation, the coordinator plays a key role in shaping the digital presence of VenuesWest, ensuring campaigns are creative, targeted and aligned with strategic goals. The role also contributes to campaign planning, performance reporting and administrative tasks that support the effective operation of the marketing branch.

## ROLE RESPONSIBILITIES

*VenuesWest is committed to Equal Employment Opportunity (EEO) and diversity in the workplace and providing a safe and inclusive environment for workers and patrons. We will perform all duties and responsibilities in a manner and behaviour consistent with EEO and Work Health & Safety legislation, VenuesWest's Code of Conduct, the VenuesWest Way and other relevant Policies/Procedures and legislation.*

- Implements VenuesWest's Digital Marketing Strategy through the delivery of engaging, content-rich digital campaigns.
- Develops and executes integrated marketing initiatives across social media, paid advertising, and email marketing channels to support business unit objectives and the organisation's broader vision.
- Creates, schedules and publishes digital content that builds strong connections with online communities and enhances VenuesWest's digital presence.
- Conducts market research and monitors digital trends to inform content strategy and ensure relevance and innovation in campaign delivery.
- Plans, manages and optimises paid advertising campaigns using platforms such as Google Ads and Facebook Ads Manager, including audience targeting, creative development, and budget allocation.
- Analyses campaign performance data to recommend and implement changes to targeting, creative assets and

channel mix for improved results.

- Coordinates the delivery of marketing communications, including patron emails (EDMs), using platforms such as Salesforce Marketing Cloud.
- Maintains and updates website content using Sitefinity, including blogs, news items, and imagery, and manages approvals for content changes.
- Liaises with external service providers to implement website enhancements, including SEO and marketing automation.
- Supports the development and growth of VenuesWest and venue-specific social media channels through strategic content planning and community engagement.
- Collects, analyses, and reports on campaign and website performance using tools such as Google Ana
- Utilises customer and digital engagement data to inform future digital marketing activity.
- Manages campaign timelines and expectations with internal stakeholders to ensure timely delivery.
- Demonstrates effective time management and multitasking skills, ensuring deadlines are met across multiple projects.
- Collaborates with the Graphic Designer to produce creative assets for digital campaigns, publications, and promotional materials.
- Contributes to digital strategy and campaign development in alignment with the Senior Digital Marketing Consultant.
- Supports the marketing branch with administrative tasks and ensures compliance with governance practices, policies, and guidelines as directed by the Marketing Manager.

## **WORKPLACE SAFETY AND HEALTH**

- I take care to protect my own safety and health at work, and that of others by co-operating with all VenuesWest policies and procedures and complying with all applicable work health and safety laws.

## **OTHER**

- Other related duties, as directed.

## **ROLE REQUIREMENTS**

The following capabilities are to be addressed in context of the responsibilities of the role.

### **ESSENTIAL**

1. Demonstrated experience in planning developing, delivering and evaluating end-to-end creative digital marketing campaigns and strategies including:
  - experience creating content across photography, videography, and copywriting, with a clear understanding of content placement across digital channels.
  - proven ability to manage paid advertising campaigns, including audience targeting, creative development, and performance optimisation.
  - experience using Content Management Systems (CMS), and managing content across social media, paid advertising and email marketing platforms.
2. Strong analytical skills with the ability to interpret campaign and website performance data (e.g. via Google Analytics) and make informed recommendations for improvements.
3. Demonstrated ability to stay up to date with digital marketing trends and apply market research insights to campaign strategy and content development.
4. Strong organisational and time management skills, with the ability to manage multiple projects, adapt to changing priorities, maintain accurate records, and meet deadlines to ensure results are achieved.
5. Proven ability to build and maintain effective relationships by keeping stakeholders informed, responding to evolving needs, acting on feedback, and delivering prompt and professional

service.

6. Proven ability to act with integrity and self-awareness, demonstrated through adherence to the VenuesWest Way and Code of Conduct, providing accurate information, remaining composed under pressure, and ensuring work is completed to a high standard.
7. Well-developed communication skills, both written and verbal, with the ability to craft engaging digital content, listen actively, and adapt messaging to suit different audiences.

**DESIRABLE**

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

**ABOUT THE VENUESWEST WAY**

It is our system of defining and measuring our culture and sets the expectation on how we engage, improve, support and challenge one another to be the safest and best we can be – as individuals and a collective. Our signature behaviours are:



*We champion dreams*



*We deliver safely*



*Together we win*



*We act like owners*



*We celebrate success*

**POSITION CONDITIONS AND ELIGIBILITY**

Appointment to this position is conditional upon:

- Providing evidence of 'Right to Work' in Australia
- Providing evidence of a National Police Clearance (dated within 12 months)

**CERTIFICATION**

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

**Peter  
Bauchop  
Chief  
Operating  
Officer**

**Date JDF Approved**

18 February 2026