

Job Description

VENUES WEST

Position details:

Title:	Senior Marketing Coordinator	Position Number:	04204
Classification:	Level 5		
Branch:	Marketing		
Directorate:	Venue Management		
Award/Agreement:	Public Sector CSA Agreement and GOSAC Award 1989		
Reports to:	Marketing Manager		
Direct Reports:	Nil		
Special Conditions:	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 sets the expectations on how we engage, improve, support and challenge one another to be the safest and best we can be – as individuals and as a collective.

Our signature behaviours:



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 Senior Marketing Coordinator supports the Marketing Manager by providing a leadership role to the Marketing Team and wider organisation. This involves planning, developing and executing marketing activities, with the primary focus on event marketing across VenuesWest's self-managed venues, business development support, brand and sponsorship management. Responsibilities include the coordination and management of promotional campaigns, sponsorship agreements, brand application, governance practices, and relationships with key stakeholders, tenants and suppliers. In line with agreed marketing plans, this role provides marketing support to a range of commercial activities to optimise venue usage and maximise financial returns. The position forms part of a creative and customer focused marketing team.

About the Responsibilities

VenuesWest is committed to the principles of Equal Employment Opportunity (EEO) and diversity in the workplace and the provision of a safe environment for our employees, customers, trainees, students and volunteers. We will perform all duties and responsibilities in a manner and behaviour consistent with EEO legislation, Workplace Health & Safety legislation, VenuesWest's Code of Conduct, the VenuesWest Way and other relevant Policies/Procedures and legislation.

Marketing Strategy, Planning & Coordination

- Develops and delivers detailed integrated end to end marketing campaigns for allocated business unit(s) including major events.
- Actively contributes to the development and implementation of VenuesWest's marketing plans and marketing budget.
- Provides brand and strategy support across the VenuesWest portfolio.
- Partners with allocated business unit(s) and their Managers to provide advice on, develop and deliver marketing and business development activities.
- Prepares, manages and reports on budget requirements for allocated marketing campaigns.
- Manages expectations with internal contacts on timeframes for campaign development and delivery.
- Collects and analyses available data to measure and report on the effectiveness of marketing campaigns. Monitors the VenuesWest brand and its use across marketing and corporate materials and recommends strategies for further development and promotion of the brand.
- Identifies and influences the priority on campaigns based on financial return and linkage to the marketing plan when conflicting priorities occur.
- Collaborates with Graphic Designers on production of publications, promotional material, signage, electronic-artwork, VenuesWest branding and all other aspects of graphic design materials when required.
- Liaises with the Government Communications Unit for campaign approvals.

Leadership

- Coordinates the daily distribution of marketing tasks amongst the marketing team.
- Provides advice and leadership to the marketing team in the development of marketing plans and business as usual activities
- Assists the Marketing Manager in the identification and development of new marketing and promotional tools and strategies.
- Assists the Marketing Manager in the identification, development and delivery of sponsorship and partnership opportunities.
- Coordinates sponsorship deliverables in line with agency sponsorship policy, including that of naming rights partner sponsorship agreements.
- Maintains relationships and provides support to key users, stakeholders and tenants as required.
- Prepares end of month reports on campaign progress, evaluation and other marketing activities.
- Prepares presentations for VenuesWest marketing purposes.
- Sources quotes and tenders for marketing projects goods and services and prepares required purchase orders for requisitions.



Workplace Safety and Health

- Reads and understands all emergency plans and safety and health procedures, follows safe work instructions, undertakes emergency management and safety related training and assumes responsibilities as required or directed.

Other

- Other related duties as required.

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.
2. Supports shared purpose and direction by understanding the work environment, contributing to team planning, drawing on information from a range of sources, analysing information and identifying risks and opportunities.
3. Monitors own progress against performance expectations; demonstrates knowledge of new programs, products and services and works to agreed priorities and outcomes responding to changes in requirements to ensure results are achieved.
4. Builds and maintains relationships with team members, colleagues and clients, shares information with and contributes to discussions to ensure others are kept informed.
5. Exemplifies personal integrity and self-awareness by adhering to the VenuesWest Way and Public Sector Code of Conduct, providing accurate information, maintaining effective performance in challenging situations, taking responsibility for completion of work and seeking self-development opportunities.
6. Communicates well, structuring messages clearly and succinctly orally and in writing and listening to differing ideas and understanding issues.
7. Clarifies work required, expected behaviours and outputs; Gives support and regular constructive feedback; Keeps team members informed of reasons for decisions and ensures understanding of processes and practices; Supports change initiatives and assists employees to understand the purpose and impact.

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

1. Previous marketing experience in events, sport, recreation or entertainment environment.

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 People and Culture 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.		
Peter Bauchop Chief Operating Officer		Date Approved:
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:/...../.....

