



JOB DESCRIPTION

Position Title:	Brand & Marketing Coordinator
Status:	Contract Role
Term:	Full-time, fixed-term, 2 years (6-month probation)
Reports To:	Chief Executive Officer
Other Reports:	WBA Board
Direct Reports:	Nil

Overall Position Objective:

To oversee the Wanneroo Basketball Association's branding and marketing strategy including digital and social media assets, executing innovative and cutting-edge communications activities to grow and strengthen the Wolves brand and engage new and existing audiences.

The role shall devise and deliver revenue growth activities, via the establishment of new partnerships and business activities, supporting increased member participation, along with developing and delivering innovative new event and products that will grow member engagement and connectivity whilst ensuring the financial sustainability of the Association.

Key Responsibilities:

1. Take directions from the CEO as applicable.
 2. Promote participation and growth in all WBA competitions, programs and activities.
 3. Devise and deliver all club digital and social communications activities, in-line with the WBA Member Communication strategy and other content plans, ensuring the Wolves brand is at the forefront of Basketball.
 4. Further enhance and expand the club's retail activities, driving additional revenue outcomes from new and existing Merchandise lines and retail opportunities.
 5. Devise and deliver upon a club events strategy, focusing upon a balance between social activity and connectivity within the club - member-focused, revenue positive initiatives that support club sustainability.
 6. Support the CEO across key revenue activities, exhibiting an entrepreneurial approach and commercial orientation to activities that will include;
 - Commercial partnership acquisition, retention and servicing;
 - SBL casual hospitality sales; prospects and partnerships;
 - Stakeholder management and engagement;
 - Function room hire and other external user interactions;
 - Management of Wolves Bar and associated resources to drive engagement;
 - Other commercial aspects as required for the role within a sporting organisation.
 7. Ensure the Wolves brand and all associated assets are protected and applied consistently, with corporate discipline, in-line with style guides and acceptable use principles.
 8. Responsibility for ensuring ongoing maintenance & current and consistent new content across the club's digital and social platforms and the club's retail site (Wolfpack Wear).
 9. Lead the review and update of the club's corporate site, www.wolfpackbasketball.com.au, ensuring contemporary, intuitive and engaging for the club's membership.
 10. Develop and deliver the annual marketing strategy and campaigns.
 11. Develop the association wide annual marketing calendar.
-



JOB DESCRIPTION

12. Manage the online presence of the association and key staff including CEO, Senior Coaches and elite players.
13. End to end creation of digital content including, videos, photos, infographics, advertisements etc.
14. Responsible for the management of the Wolfpack Wear online and physical shop including – stocktake, sales reports, promotional activities, product development.
15. Assist the Events & Administration Coordinator in the planning, marketing, set up and delivery of all events under the WBA banner.
16. Regularly liaise with local media outlets to increase the reach and brand recognition of the WBA ensuring maximum exposure across a variety of platforms.
17. Write and distribute all association media releases, news items and announcements.
18. In addition to the duties specified above, the Employer is entitled to request the Employee to perform such other duties as are within the Employee’s skill, competence or training and are reasonably requested in order to meet the requirements of the company.

Contacts, Qualifications & Experience

Internal Contacts:	<ul style="list-style-type: none"> • Board • Chief Executive Officer • WBA Staff 	<ul style="list-style-type: none"> • Volunteers • Members • Staff 	<ul style="list-style-type: none"> • Coaches • Players
External Contacts:	<ul style="list-style-type: none"> • Local Media • Corporate Partners • Basketball WA Staff • Venue Contacts 		
Essential Experience & Qualifications:	<ul style="list-style-type: none"> • Advanced understanding of the Microsoft Office Suite of programs • Advanced understanding and experience with Photoshop, Illustrator, Corel, Canva or similar • SEO knowledge and experience • EDM experience (MailChimp or similar) • Professional (not personal) experience in managing the commercial use of Facebook, Instagram, Twitter, LinkedIn, Youtube and all other social media platforms • Capturing and editing of video footage • Advanced photography skills • Retail sales experience or product development • Website development, design and maintenance • Minimum 12 months experience in a similar role • Current Working with Children Check • Current “C” Class Driver’s License • Responsible Service of Alcohol (RSA) 		
Desirable Experience & Qualifications:	<ul style="list-style-type: none"> • Tertiary education in relevant field – Marketing, Communications or similar • Basketball or sporting experience • Understanding of point of sale (POS) software & eftpos transactions • Previous employment experience in a sporting association or entity • Understanding of Sports TG software, including website maintenance 		
Professional Skills & Capabilities:	<ul style="list-style-type: none"> • Excellent organisation & interpersonal skills • Ability to manage conflict and resolve disputes effectively and efficiently 		



JOB DESCRIPTION

Essential Personal Qualities:	<ul style="list-style-type: none">• Strong ability to effectively and professionally relate to people in person and via the telephone and email• Demonstrate strong commitment to high levels of professionalism and customer service• Ability to meet timelines including the ability to prioritise work• Ability to work autonomously and to show initiative• Reliable and flexible• Excellent interpersonal skills• A strong work ethic and punctuality• Agreeable personality• Self-motivated• Good team player
--------------------------------------	--