



# Marketing & Partnership Coordinator

## JOB DESCRIPTION

Role:	Marketing and Partnerships Coordinator
Date:	January 2019
Location:	Softball SA, Barratt Reserve, West Beach, SA. <i>Occasional travel to metropolitan areas will be required.</i>
Reports to:	Executive Officer (EO)
Employment Terms:	Part Time (0.6 FTE)
Contract:	By Negotiation

SSA is a not-for-profit organisation that provides a product or role for women, men and children of all ages, experience and sporting ability. Over 10,000 players, coaches and officials actively participate in South Australia each year across 71 affiliated clubs, school-based programs, unaffiliated competitions, casual tournaments, indigenous communities and general volunteers. We also reach over 25,000 people throughout the active season through our Facebook page, the live streaming of games through Spacequake Sports, and the screening of games on Channel 44.

### Responsibilities of the Marketing and Partnership Coordinator:

- Grow and retain our membership base and increase member engagement.
- Oversee all facets of marketing and communications associated with the organisation, working closely with the EO and other key stakeholders.
- Work with the EO to create, foster and manage high-level business partnerships.
- Implement PR, media, communications and activations strategies to build awareness.
- Manage, develop and create proactive and reactive media opportunities and crisis management communications (if required).
- Create content across a broad range of channels to build and grow the Softball SA (SSA) corporate brand and achieve marketing and organisational objectives.

You will possess a natural ability to communicate, negotiate and influence key relationships at all levels and be able to demonstrate competencies in internal project management.

### DUTIES AND RESPONSIBILITIES

#### Marketing and Promotion

- Develop and implement integrated, creative and strategic marketing plans to meet key objectives.
- Identify and implement strategies to grow our membership base and increase member engagement.
- Manage the marketing budget.
- Plan and implement targeted promotional campaigns.
- Work with the other Softball SA staff to plan and effectively promote events.
- Work with the EO to identify new products to increase member engagement and grow our member base.

#### Partnership Coordination

- Assist the EO to manage key partner relationships.
- Ensure contractual obligations with partners are met.
- Build relationships with partners to produce mutually beneficial outcomes.
- Identify potential business partners through effective market research and analysis.
- Develop engaging partnership proposals for future growth.

## Corporate Communications

- Develop and execute digital marketing strategies to support SSA activities, campaigns and key objectives.
- Prepare letters, notices, newsletters and flyers as needed.
- Manage the SSA website and social media.
- Develop engaging content for across a wide range of platforms to build the SSA brand.
- Develop effective speeches for various voices in line with SSA key objectives and values.
- Provide assistance to the EO for the development of Annual Reports, Member Briefing Days and any other events as required by the Board of Directors or the EO.

## Media liaison

- Implement media plans to build awareness of SSA, promote strategic partnerships and position the organisation as a leader in Softball across the State.
- Develop and maintain strong relationships with key media in South Australia.
- Manage both reactive and proactive media issues, including crisis communications.

## Other

- Maintain a safe and tidy office environment.
- Comply with policies and procedures of SSA and Softball Australia.
- Perform other duties as reasonably required within scope of skills and experience.

## KEY COMPETENCIES AND SELECTION CRITERIA

### Experience/ knowledge:

- Tertiary qualifications in marketing, communications, public relations or a related field.
- Minimum of three years' experience in a similar role, ideally within the sport sector.
- Experience with website and social media management.
- Experience in managing a CRM system.

### Skills/ capabilities:

- Advanced Microsoft Office skills in Word, Excel, PowerPoint and Outlook.
- Graphics experience with Adobe Creative Suite including Photoshop and InDesign.
- Exceptional written/verbal communication skills.
- Excellent attention to detail.
- Ability to work autonomously and meet deadlines.
- Strong relationship building skills.

### Special conditions:

Valid SA Drivers Licence. Valid DCSI Screening (Child Related Employment). Occasional out of hours and weekend work as required.

### ADDITIONAL INFORMATION ABOUT THE POSITION:

The salary for this position will be depending on experience with a contract between \$45,000-\$60,000pa (FTE) plus super (0.6 FTE \$27,000-\$36,000pa)

All applications will need to be through Seek and should include:

- i. A brief cover letter outlining your skills and experience against the Position Description (**max. 2 pages**)
- ii. A current resume

Enquiries about the position can be made in writing to the EO at [admin@softballsa.com.au](mailto:admin@softballsa.com.au)

Applications due by 9am, Thursday 7th February 2019 through Seek.

Applicants must be available for interviews in the week beginning 18th February 2019.