

Position Description

Position title	Communications & Marketing Manager
Location	Brisbane but flexible
Status	Full time
Reporting to	CEO (Chief Executive Officer)
Number of reports	One plus managing event based marketing volunteer and intern workforce
Key focus areas	Communicate effectively with all stakeholders. Stay connected to and engage with our customer base to drive participation and engagement
Salary package	Existing
Employment conditions	Interstate and intrastate travel may be required UniSport time in lieu standards apply Due to the nature of UniSport business, out of hours and weekend work will be required, especially during event delivery periods

UniSport Australia is the peak governing body of university sport in Australia

We strive to promote and foster the importance of university sport as an integral part of university life at 43 member universities, who collectively represent more than one million students nationwide. Our primary focus is providing expertise and leadership in university sport. We aim to deliver and integrate national policy that enhances and facilitates opportunities for competitive participation in sport for students at a regional, national, and international level. Furthermore, we also focus on providing a broad range of supplementary activities, advocacy, and services for our members.

UniSport Australia is committed to the principle of ongoing continual improvement and the spirit of doing one's best. As an employee of UniSport Australia, you can expect to be part of a team that is dedicated to excellence and high performance, prides itself on operational best practice, promotes inclusion and respect for diversity and allows for flexible work arrangements that assist staff to balance family and work commitments.

About the role

The Communications & Marketing Manager will in conjunction with the CEO be responsible for developing the annual UniSport Marketing and Communications Strategy and then be responsible for the implementation of the Strategy with a primary focus on UniSport events (Pillar 2). The focus of all activity will primarily be digital marketing and communications.

The Communications & Marketing Manager will work closely with all business areas to deliver the Marketing and Communication Strategy:

Major responsibilities include:

- Deliver the annual UniSport marketing and communications plans.
- Effective creation of content and execution of marketing deliverables.
- Ensure UniSport marketing initiatives are delivered in a professional manner and in accordance with the operational/marketing plans and income and expenditure parameters.
- Facilitate market research and prepare reports, briefs, and key event planning updates for internal and external stakeholders.
- Ensure UniSport digital marketing and communication initiatives positively support the brand and corporate identity.
- Engage, inform, and support staff on key marketing and communications activities.
- Refer to and report against all marketing activities, ensuring delivery of key performance goals.
- Undertake any other duties/tasks as required.

Key performance objectives

- The successful implementation and achievement of the objectives agreed in the annual UniSport Marketing and Communications Strategy (Pillar 2)
- Manage efficient and effective day-to-day communications with participants and stakeholders via social media platforms, EDMs (Electronic Direct Mail) and website including content creation (both static and video) with a focus on engagement and growth.
- Centrally manage and oversee the development of information architecture, aesthetics, and content on the UniSport website ensuring it is always up to date and relevant.
- Support each business area with website maintenance and upkeep, providing training and support where needed.
- Manage implementation of the UniSport brand across all touchpoints of the organisation to ensure compliance with style guides.
- Lead and deliver the design process for all UniSport required collateral and/or campaign imagery.
- As required create and deliver video content that inspires engagement with students and member universities.
- Foster close working relationships with member universities, national sporting organisations and partners to produce distribute and share relevant content.
- Prepare end of month reports on marketing activities including relevant analytics and evaluation
- Where required, liaise with appointed agencies to facilitate the implementation of the Marketing and Communications strategy (e.g. Digital Advertising Agency, Graphic Design Agency etc)

Selection Criteria

Applicants will be assessed against the following selection criteria. Applicants are strongly encouraged to address these criteria as a part of their application.

KEY CRITERIA

1. Demonstrated ability to develop and implement effective digital marketing and communications plans with limited budget expenditure.
2. Experience in managing social media channels including content creation to achieve audience and engagement growth.
3. Experience in the interpretation of and reporting on digital analytics to draw valuable insights and maximise campaign performance.
4. Desirable Uni sector
5. Understanding of the primary target demographic (university students – 18-25 yrs) and the sporting landscape as well as knowledge of recent trends in marketing and communication strategies within these areas.

ESSENTIAL REQUIREMENTS

- e assesse Demonstrated experience with the sports environment
- Minimum of three years' experience in a similar role
- Ability to work autonomously with limited supervision
- Experience with Adobe Creative Suite (or other creative platforms) and use of Canva
- Experience using website content management systems (i.e. Wix) to ensure websites are current, optimised and provide a positive user experience
- Advanced copywriting skills with a strong ability to generate creative and engaging content (both static and video) across a variety of platforms (e.g. website, EDM and social media) for a variety of audiences

DESIRABLE REQUIREMENTS

- Tertiary qualifications in relevant disciplines and/or extensive practical experience.
- A working knowledge of the university sporting sector and Australian sporting environment.
- Holder of a current driver's license and have your own transport.