

2025 Australian Masters Games

Position Description

Position title	Marketing and Communications Coordinator
Location	Canberra
Status	13-month contract FT
Reporting to	General Manager – Marketing & Communications
Number of reports	Contractors (e.g., photographers/videographers, graphic design agency and PR/ Media agency) Interns and volunteers
Key focus areas	Marketing, Communications & Graphic Design
Employment conditions	Due to the nature of the role, out of hours and weekend work will be required, especially during event delivery periods

Position Title

Marketing and Communications Coordinator

About the Games

During 15 - 23 October 2025, Australia's premier multi-sports festival, the Australian Masters Games (AMG) will be held in Canberra. The Games are expected to attract up to 7,500 participants and accompanying persons across a targeted sport program of 50+ sports.

Supervisor

General Manager – Marketing & Communications (GM-MC)

Purpose of the Role

The Marketing and Communications Coordinator will be responsible for implementing the marketing and communications strategy (with a focus on digital marketing and communications) for the 2025 Australian Masters Games with the primary aim of generating awareness and driving entries.

Duties

Strategy

- In conjunction with the GM-MC, work with identified agencies to develop, implement and review the Games marketing and communications strategy with the primary aim of generating awareness and driving entries.

Event Marketing

- Implement the appropriate blend of effective digital and traditional advertising campaigns and collaborate with appointed agencies, including Google Ad words, re-marketing, E-Newsletter and social media activations.
- Implement the Games social media strategy with a focus on engagement and growth across social media platforms to ultimately generate awareness and drive entries.
- Work with participating sports to develop and implement bespoke sport-specific marketing strategies.
- Assist and implement the sporting club marketing strategy to the sporting club database.

- In conjunction with the AMG GM & GM-MC, implement an impactful ambassador and influencer program to promote the Games.

Participant and Stakeholder Communications

- Manage the efficient and effective day-to-day communications with participants and stakeholders via social media platforms.
- Manage content development and delivery of the Games eDM (via MailChimp) in the lead up to and during the Games with the view to grow the Games database
- Manage the 2025 AMG website including content creation and updating via WordPress.
- Assist with sponsorship servicing, leveraging and relationship management as it relates to the delivery of the Games Marketing and Communication Strategy
- Work with the Commercial team to communicate and market to partners, sponsors, potential participants, and volunteers
- Deliver plans for appropriate physical promotional strategies for National and State Sporting Associations, Recreation Centres and other participant groups and organisations to market the Games.

Branding and Design

- Assist with implementation of the Games brand across all touchpoints of the Games.
- Assist with all design requirements for the Games (self-managed or via the Games graphic design agency).

Analytics and Reporting

- In conjunction with GM-MC, assist with evaluating analytics and insights to inform the Marketing and Communications strategy and maximise strategy performance.
- Assist with the preparation of end of month reports on campaign progress, evaluation and other marketing activities.

Media and PR

- Assist agency contractors to develop and activate local media partnerships
- Generate awareness and drive entries via media and PR activities including but not limited to generating story ideas and facilitating media opportunities
- Deliver communications for and promote milestone event activities including the 100 Days to Go media launch event.

Publications, Collateral and Promotional Items

- In conjunction with GM-MC, develop the event publications, collateral and promotional item requirements from design brief to production and distribution (as required).

Games-time Operations

- In collaboration with the appointed agencies, assist with the implementation of the Games-time external communications, media, and PR strategy
- Develop and implement the Games-time participant communication strategy
- Work alongside marketing and communications volunteers in conjunction with the Workforce Coordinator (including recruitment, training, scheduling, rostering, and management)
- In conjunction with agency staff, source, roster and brief the Games-time photographer(s) and videographer(s)

Selection Criteria

- Tertiary qualifications in Marketing, Communications or a relevant discipline
- Minimum of two years' experience in a similar role, with a strong focus on digital marketing
- Excellent written communication skills with a strong ability to generate creative and engaging content across a variety of platforms (e.g. website, eDM and social media)
- Experience in the interpretation of and reporting on digital analytics (including Facebook and Google analytics) to draw valuable insights and maximise campaign performance
- Innovative mindset with an understanding of the latest digital marketing trends, technologies and methodologies and best practices to optimise performance for engagement and growth
- Experience with Adobe Creative Suite, Mailchimp and Wordpress desirable.

Key Competencies Required

- **Planning and Organising** – Ability to prioritise tasks to meet daily, weekly and project targets. Organisational skills to arrange, develop and achieve outcomes within resource constraints.
- **Computer Skills** – High level office suite skills ensuring accuracy and quality within reasonable timeframes. Able to learn and adapt to new programs such as content management platforms.
- **Interpersonal Skills** – Excellent interpersonal skills resolving issues at the point of origin and facilitating efficient and productive relationships with stakeholders. Being focused on a high level of customer service when undertaking your work.
- **Communication Skills** – Demonstrated high level written (including newsletters, correspondence and reports) and oral communication skills. Ability to effectively communicate at all levels and across all demographics.
- **Relationship Management** – Ability to foster effective working relationships with key stakeholders and leverage them to achieve positive outcomes.
- **Integrity** – Maintain legal, social and organisational standards and values. Honour your commitments and take responsibility for your actions.
- **Flexibility and Resilience** – Ability to be flexible and deal calmly and consistently with demanding responsibilities and conflicting priorities.
- **Work practice** – Ability to work independently as well as in a project team. Being reliable and showing/taking initiative to positively influence the project. Having an outcomes focus.

Qualifications and Experience Desired

- Tertiary qualifications in Marketing, Communications, or a relevant discipline.
- Minimum of two years' experience in a similar role, with a strong focus on digital marketing.

Additional Information

- This is a contract position, commencing October 2024 and concluding in end of October 2025.
- Overseas applicants must have the appropriate Visa to work in Australia for the duration of the contract period.
- The event industry has varied working hours, initially days will consist of regular business hours of Monday to Friday. As the event date draws closer and the workload increases, additional working

hours will be expected, including some evenings or weekends. During the event you will be expected to work extended hours.

- The employer is UniSport Australia which manages the Australian Masters Games.

Further Information

Paul Bruce
Left Field Sports
paul@leftfieldsports.com.au

