





POSITION TITLE	Marketing Executive – West Lakes Precinct
AWARD LEVEL	Award Free (0.6 FTE)
REVIEW DATE	9 January 2024

SANFL VISION & VALUES		
Connecting Communities through the ENJOYMENT OF FOOTY.		
AUTHENTIC FUN TEAM PROGRESSIVE		
WEST LAKES PRECINCT		
  		
<p>SANFL has continued its presence in the West Lakes West Development with Mosaic Hotel and X-Golf / Hey Caddy. These businesses present exciting entertainment and hospitality experiences for the precinct and surrounding communities. With further development to continue to the area, this is an exciting time to build engagement with the community, drive business objectives and brand awareness and be part of a great team.</p>		
KEY OBJECTIVES		
<p>The Marketing Executive is responsible for the development and execution of the marketing strategy to drive community engagement and customer growth for the West Lakes businesses – Mosaic Hotel and X-Golf/Hey Caddy.</p>		
<p>Reporting to the General Manager- West Lakes Precinct, the position will drive and execute the planning and development of digital marketing, social media campaigns, email marketing, local area promotions, while managing all organic social media activity.</p>		
<p>The Marketing Executive is responsible for engaging with local sporting clubs and other community groups to promote and grow awareness of the businesses at West Lakes and will lead the Electronic Direct Mail (EDM) strategy, including writing and collating content, managing databases and coordinating a calendar.</p>		
<p>Day to day management of the social media channels is a key role for the Marketing Executive which includes community management, collating organic content and planning and implementing below the line marketing activity across various campaigns.</p>		

KEY RESPONSIBILITIES		
Responsibility	Objective	Performance Measure
Digital Marketing and Content	<ul style="list-style-type: none"> Lead digital marketing initiatives to increase awareness and generate growth of the customer base for the West Lakes Precinct. 	<ul style="list-style-type: none"> Achieve strong customer growth and engagement. Deliver consistent content. Digital marketing activities

	<ul style="list-style-type: none"> ▪ Coordination of content calendars that cover social channels, website content and EDMs. ▪ Create and coordinate successful EDM campaigns. ▪ . ▪ Oversee the Marketing Budget and allocate the marketing spend to achieve the required outcomes. ▪ Working collaboratively with the X-Golf head office marketing team and external digital agencies to implement marketing campaigns. 	<ul style="list-style-type: none"> implemented within budget. ▪ Contribute to the enhancement of the Mosaic Hotel and X-Golf/Hey Caddy brand. ▪ Effective management of the marketing budget.
Social Media	<ul style="list-style-type: none"> ▪ Management of social media handles including developing channel strategies, posting optimised content, community engagement, amplification and advertising. ▪ Develop integration opportunities for key suppliers. ▪ Lead the planning of social media strategies for major events and liaise with agency when required. ▪ Be up to date with the latest trends, statistics and best in practice social media strategies. 	<ul style="list-style-type: none"> ▪ Achieve engagement growth across social media channels. ▪ Deliver consistent engaging content and brand voice.
Email Marketing	<ul style="list-style-type: none"> ▪ Coordinate the EDM calendar to effectively engage different audiences through Mosaic Hotel, X-Golf databases. ▪ Nurture the EDM audiences to ensure people are receiving timely and relevant content. ▪ Report on EDM campaigns. 	<ul style="list-style-type: none"> ▪ Achieve customer growth. ▪ Deliver consistent content. ▪ Grow West Lakes Precinct databases.
Marketing Campaigns	<ul style="list-style-type: none"> ▪ Develop, implement and measure advertising campaigns across all mediums. ▪ Drive and execute the social and digital content plans in line with organisational marketing. 	<ul style="list-style-type: none"> ▪ Achieve brand awareness.
Community Engagement and Partnerships	<ul style="list-style-type: none"> ▪ Assist in setting the tone for the West Lakes Precinct and drive marketing activity to generate growth and engagement across our audiences. 	<ul style="list-style-type: none"> ▪ Increase in bookings and return customers
Reporting	<ul style="list-style-type: none"> ▪ Measure and report on performance of all digital marketing and content activities including Social Media channels, website and CRM's ▪ Identify and develop KPI's based on available analytics, including Google analytics, social media data and CRM's 	<ul style="list-style-type: none"> ▪ Reach and engagement measured. ▪ Campaign effectiveness measured against booking, sales conversions.
WHS and Children & Young People Safeguarding	<ul style="list-style-type: none"> ▪ Ensure all marketing material and promotions uphold the principles of safeguarding children & young people, customer and staff safety and respect 	<ul style="list-style-type: none"> ▪ Image use is compliant and required permissions are obtained ▪ Capmaigns promote respectful, safe venue themes

REQUIRED BACKGROUND

Qualifications

- Tertiary qualifications in marketing, digital, communications or a related field
- DHS working with children clearance.

Essential Criteria

- Demonstrated ability to coordinate and implement effective traditional and digital marketing campaigns.
- High level competency of digital marketing and social media, including industry trends and maximising the use of insights.
- Ability to articulate clear, accurate and concise messaging (written, spoken and visual) within brand guidelines
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Desirable Criteria

- Relevant industry experience (sports / entertainment / hospitality)
- Ability to use Adobe Creative Suite
- Experience in maximising use of online advertising, Google Analytics and Google Tag Manager

Skills/Knowledge/Experience

- Experience in working within fast moving environments and responding to critical timelines
- Highly developed organisational skills
- High level of attention to detail
- Ability to prioritise and multi-task using advanced time management skills
- Outstanding communication and interpersonal skills
- Track record of building brands and delivering on lower funnel KPIs through efficient digital/social planning and content development
- Experience and proven efficiency managing brand social media accounts across Facebook, Instagram, Twitter, YouTube, TikTok and other relevant platforms
- A deep understanding of social media trends and best practices to ensure content cuts through target audiences
- Experience using analytics programs and reporting
- A proactive person with a creative and curious mind, able to push the boundaries of what has been done before and always look for new opportunities to deliver on brand and partner objectives and lower funnel KPIs
- High level of motivation
- Ability to work independently and as part of a team
- Ability to transfer creative ideas into an outcome
- Experience and skills in budget forecasting and management
- Competent in full Microsoft and Mac applications