

- Engage and inform the Victorian sport industry
- Develop and implement a Marketing & Communications Plan
- Positive work culture and benefits
- Albert Park - in the heart of the Melbourne sporting precinct

ABOUT VICSPORT

Vicsport is the peak body for sport and active recreation in Victoria who represents and supports its members in order to “encourage and assist more Victorians and Victorian communities to enjoy the enormous benefits that sport and active recreation can provide”. Vicsport’s constituency includes 16,000 clubs and associations, 3.25 million participants, 26,000 paid staff and 580,000 volunteers who make a significant contribution to the social, physical, mental and economic wellbeing of the Victorian community.

For over 30 years Vicsport has represented the sports industry providing advice, assistance and support to its members and the broader sports community.

Vicsport's purpose is to advance Victorian sport and active recreation, by building the capacity and capability of its members and stakeholders to encourage and enable greater participation, aiming to improve the experience of participants: the players, the coaches, the officials, the administrators and the volunteers.

WHY WORK FOR VICSPORT?

Now is an exciting time to be joining Vicsport! Vicsport is working hard to develop the capability of Victorian sport and active recreation in the short and long-term.

Vicsport has a positive workplace culture, with a team of seven who are passionate about supporting Victorian sport and recreation. With the Vicsport 'team approach' to project management, you will be involved in a diverse range of projects across a variety of sports, with access to key members of State Sporting bodies. All staff are invited to attend VPN (Vicsport Professionals Network) events as part of professional and career development.

Vicsport is committed to maintaining a friendly workplace suitable for any person regardless of gender or ethnicity, with flexible and family friendly work arrangements and hours available.

The Vicsport office is located at Sports House, in the heart of the Melbourne sporting precinct and staff are provided with free parking and subsidised gym membership at the adjacent Melbourne Sports and Aquatic Centre.

MARKETING AND COMMUNICATIONS MANAGER

Reporting to the Chief Executive Officer, the Marketing and Communications Manager’s focus is to develop and promote the activities of Vicsport and issues affecting the industry to the membership (and a broader audience) in the form of publications, electronic media and other printed material. The position will develop and implement a comprehensive Marketing and Communications Plan that includes the Vicsport website, social media, publications, video content and branding. There is also a focus on engaging and growing Vicsport’s membership.

To be considered for this role you will be tertiary qualified and/or circa three years experience in marketing and communications management, including the design, project management and production of corporate communications as well as writing articles and stories for a variety of audiences across traditional and digital / social media platforms. You will have the ability to translate technical industry facts into understandable information for the general public and other non-technical stakeholders.

You will be self-motivated, with the ability to manage competing priorities and tasks simultaneously to meet deadlines whilst maintaining a high level of attention to detail. The capacity to build and maintain relationships and strategically engage a diverse group of stakeholders is required.

The role requires a proactive storyteller with an understanding of online user journeys and how to increase reach, acquire and retain traffic. An understanding of user metrics, customer segmentation and data analytics would be advantageous.

Experience within a Not-For-Profit, membership, sport organisation or other industry association would be an advantage.

If you want to work in sport and help support and shape an industry we all want to be part of, then we encourage you to apply.

KEY RESPONSIBILITIES

The Marketing & Communications Manager is responsible for:

Marketing and Communications Plan

- The creation of a comprehensive Marketing and Communications Plan to promote Vicsport's role within the industry and projects, as well as the general benefits that sport provides to the Victorian community. The development of this plan will include increasing member satisfaction with a focus on growth across all elements.
- Membership - Retention and Recruitment: Develop strategies and marketing campaigns to engage existing members and increase the number of organisation and individual members.
- Implementation of the plan, including robust evaluation processes for all actions.

Website

- Development and implementation of timely and relevant content as web stories and page content.
- Utilising creative options to ensure that the Vicsport and Victorian Sport Awards websites are engaging and easy to follow.
- Management of domain names and registrations.

Social Media

- Increase Vicsport's reach via social media platforms to enable strategies within the Marketing and Communications Plan to engage members and reach the wider Victorian community.
- Developing content and responding to posts via Vicsport's social media channels.
- Creation and implementation of a social media policy.

Publications and Promotional Material

- Design, produce, distribute and coordinate Vicsport's printed and electronic communication, including, but not limited to:
 - Sportsview (monthly e-newsletter) - including compilation and updating of recipient list
 - EDMs
 - flyers
 - brochures
 - Annual Report
 - promotional materials
 - email footers

Video content and Live Streaming

- Creation and editing of video content to enhance the delivery of key messages.
- Liaison with streaming provider to deliver live streaming and engaging content to promote and share the Victorian Sport Awards.

- Develop engaging video packages to announce and acknowledge finalists and winners at the Victorian Sport Awards.
- Liaison with external provider for professionally developed video packages for programs and Awards.

Branding/Templates

- Develop and implement standards and templates for Vicsport written communications and presentations.
- Develop and implement standards and policies for the visual layout and use of the Vicsport logo (including event logos) and official publications.

Sponsorship

- Work with the CEO to attract new sponsors.
- Support the CEO in leveraging and promoting sponsors to Vicsport members and the Victorian sporting community.

KEY PERFORMANCE INDICATORS

The Marketing and Communications Manager's performance will be measured by the achievement of the following:

- Work with the CEO and General Manager to formalise the Vicsport Marketing and Communications Plan.
- Produce publications (including e-newsletter, Annual Report) on time and to budget.
- Increase page views and social media followers.
- Develop and propose a comprehensive brand guidelines document, including appropriate collateral and templates.
- Ensure Vicsport is well positioned to take advantage of planned and unplanned media events, through the monitoring of media, updated content on the website and social media.
- Grow the Vicsport Membership base.

KEY RELATIONSHIPS

Reports to: Chief Executive Officer

Internal

- All Vicsport employees
- Vicsport Board and Chairman

External

- Member organisations
- Funding Partners - Sport & Recreation Victoria (SRV) & VicHealth
- Printer
- Graphic Designer
- My Sport Live
- Awards PR company
- Other industry associations and bodies

SELECTION CRITERIA

In addition to demonstrating **relevant experiences across the core functional areas of responsibility identified in this Position Overview**, candidates applying for the Marketing and Communications Manager role will require a range of personal and professional skills, including:

Skills

- Tertiary qualifications and/or equivalent experience in communications and/or marketing.
- Excellent written and verbal communication skills (particularly writing and listening).
- Time management - able to manage conflicting deadlines and multiple priorities.
- Able to converse with industry experts whilst also translating technical facts into understandable information for the general public and other non-technical stakeholders.
- Able to create harmonious working relationships with a wide variety of people, including Vicsport staff in each of their specialist functions.
- Able to interact effectively within and across the industry, representing Vicsport to members, key stakeholders and the general public.
- Ability to design, project manage and produce corporate communications (i.e. flyers, web content, brochures, campaigns).
- Proficiency in Microsoft Office and graphics packages.
- Sound administrative skills (desirable)
- Victorian driver's license (desirable)

Knowledge

- Circa 3 years Marketing and Communications experience, preferably in industry associations, sports industry or other related background.
- Understand stakeholders' perceptions and concerns - how to identify concerns and address them effectively.
- Understand political environment and be able to assist with political sensitivities.
- General knowledge of Vicsport's operations (desirable)
- Understanding of the sport industry including terminology, broad issues and key stakeholders (desirable)

Attributes

- Proactive and self-directed.
- Can exercise sound judgment in determining appropriate and well-thought through responses to planned and unplanned events.

- Professional and well organised.
- Diplomatic in terms of managing multiple stakeholder needs.

Programs (aptitude in the following is desirable)

- Adobe Acrobat Reader
- Canva
- Dropbox
- Google Drive and Google Docs
- Mailchimp
- Microsoft Excel, Outlook, PowerPoint, Word
- Social media: Facebook, Instagram, LinkedIn, Twitter, YouTube
- Survey Monkey
- Tweetdeck
- Photoshop

LOCATION AND TRAVEL

The position is based at the Vicsport Office in the heart of the Melbourne Sporting Precinct at Sports House, 375 Albert Rd, Albert Park.

HOURS OF WORK

This is a full time position. Due to the nature of the sports industry, some evening and weekend work will be required from time to time. Flexible working arrangements are available.

REMUNERATION GUIDE

A market competitive remuneration package will be available to the successful candidate, depending upon skill level and experiences. Additional benefits include free parking and subsidised gym membership at the Melbourne Sports and Aquatic Centre. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Candidates are invited to discuss their salary expectations with Sportspeople Recruitment prior to applying.

WEBSITE AND SOCIAL MEDIA

For more information and news items on all facets of business activities, services and programs visit:

Vicsport website: vicsport.com.au

Facebook: facebook.com/vicsport

Twitter: twitter.com/vicsportau

Instagram: instagram.com/vicsportau

YouTube: youtube.com/vicsportAU

LinkedIn: linkedin.com/company/vicsport

RESIDENCY AND IMMIGRATION

Candidates must be an Australian Citizen / Permanent Resident or have unlimited working rights within Australia to be considered for this position.

TIMELINES

Final interviews and the appointment of the Marketing and Communications Manager, Vicsport are scheduled for June 2019.

The successful candidate would be expected to commence duties as soon as practicable by arrangement.

PLEASE APPLY NOW TO AVOID MISSING OUT!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

If you are intending to apply, please do so now.

Applications close: Close of Business Friday 31 May, 2019

Preferred Format: Candidates must complete and submit the **Sportspeople Recruitment Application Form** at the time of applying. The Form is available as a download at the Sportspeople Jobs Market listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 2 page letter of introduction and a CV of no more than 6 pages, merged into the Application Form as one MS Word file.

APPLY TO

Your application should be sent electronically via the “apply to” link at the Sportspeople advertisement via sportspeoplerecruitment.com/jobs

ENQUIRIES

The Marketing and Communications Manager, Vicsport recruitment assignment is being managed exclusively by **Sportspeople Recruitment**.

In the first instance general enquiries should be directed to Angelique Everett on 0401 659 024, FREECALL AUSTRALIA 1800 634 388 or +61 2 9555 5000.

Sportspeople Recruitment is a specialist division of People Recruitment Group.