



Marketing and Communications Coordinator Position Description

Job Title:	Marketing and Communications Coordinator
Location:	Melbourne Sports and Aquatics Centre, Albert Park
Reporting to:	Executive Director (ED), Triathlon Victoria (TV)
Remuneration:	Part-time role (0.6 FTE) with remuneration of up to \$30,000 per annum (plus super), depending on experience. 2-year contract position
Date:	July 2019

ABOUT US

Triathlon Victoria (TV) is the official body responsible for the management and delivery of triathlon, duathlon, aquathlon and multisport within Victoria, TV has ~3,000 members across 45 clubs and is affiliated with Triathlon Australia.

We work to connect and inspire the community to a lifestyle of multisport.

Our Goals

- Passion - Build an engaged, connected & inclusive multisport community
- Participation - Inspire and grow participation in multisport
- Performance - Lead and foster a culture of success

Our Goals are supported by our **'Drivers of Success'**

Engagement Access Pathways Clubs Partnerships Governance

PERSONAL ATTRIBUTES ... What we're looking for

We're looking for someone who has a passion for health and physical activity and understands the transformative effect sport and communities can have on individuals. You'll need ...

- The ability to work collaboratively, maintain relationships and build professional networks.
- An appetite for achievement, success and the ability to get the job done.
- The ability to be creative, innovative and push the boundaries.
- A 'can-do' attitude to new systems, taking ownership of challenges and finding solutions.
- A 'team first' approach that shows a willingness to help others.

Position Summary

The Marketing and Communications Coordinator will drive TV's engagement with clubs, members and the broader community through TV's digital strategy.

The role requires a dynamic and engaged individual who will enhance TV's connection with the community. You will have a clear passion for health and physical activity and be able to share this passion and inspire clubs, members and participants to engage in programs and events.

This role focuses on:

- Enhancing TV's communications with a focus on connecting participants, members and clubs and fostering a sense of community and belonging.
- Maintaining the TV brand across all programs and events and supporting staff in developing and connecting with specific audiences.
- Marketing TV's assets and programs to grow reach and revenue.
- Delivering on the digital strategy with creative content and targeted messaging.

MAJOR RESPONSIBILITY AREAS

Enhancing communications

- Lead the organisations communications and connection to deliver participant and membership growth in collaboration with the relevant staff.
- Manage and improve TV digital platforms including website, social media, e-newsletters, etc
- Monitor the performance of the communication channels and consider innovative methods to improve and grow the audience.
- Ensure relevant policies, processes, rule changes, new resources are communicated across all platforms and targeted to the appropriate audience.
- Create templates for reports, flyers, etc that enhance TV professional presentation.

Brand Development / Management

- Work across the TV programs and initiatives to develop and implement appropriate branding and the management of such.
- Lead the brand development, social media campaign and communication of Triathlon Victoria's programs and initiatives with the aim of increasing their profile and online presence. (Such as but not limited to – TRI2gether, TRIactive, TRItober, etc.)

Marketing

- Manage the promotion of TV sanctioned events in line with the standard schedule
- Develop a premium event promotion package (additional marketing) and offer to Race Directors of significant events (e.g. Age Group World Qualifiers)
- Enhance and deliver the marketing campaigns for the Victorian Duathlon Series and Victorian Triathlon State Series. Including Race Director resources, and digital assets with the priority to grow race registrations
- Work collaboratively in creating, developing and marketing membership and the associated benefits with a specific view to supporting affiliated clubs with resources. (TA/STTA/clubs/staff)
- Deliver membership campaigns in line with the annual membership cycle and in partnership with affiliated clubs and key stakeholders (race directors, sponsors, etc)

Events

- Coordinate the TV Annual Awards function (April/May) including awards criteria, nominations, venue selection/liaison, secretariat to the Awards committee, trophy orders, catering etc

Content curation/creation

- Support the servicing of TV partners/sponsors and the identification and acquisition of new partners/sponsors in alignment with our values.
- Actively engage across triathlon and multisport media to curate content for TV digital platforms.

General administration

- Assist with 'first point of call' enquiries from TV clubs/members with professional courtesy, friendly demeanour and in a timely manner.
- Maintain a suitable level of organisation/record keeping in all areas of responsibility.
- Assist, attend and participate in key events and functions as required – AGM, Annual Awards and Triathlon Victoria Events.
- Interact with members, sponsors, affiliates and government in accordance with the values and standards of Triathlon Victoria.

EXPERIENCE/SKILLS/QUALIFICATIONS
<p>The experience/skills/qualifications listed below are desirable but not mandatory and should NOT be a barrier to applying.</p> <ul style="list-style-type: none"> • A degree in marketing, graphic design, communications, journalism or similar. • Social media expertise including integration of 3rd party solutions • Proficiency in website management and e-news publishing (mailchimp). • Brand/creative design skills including expertise in 'Indesign' or similar. • Experience in curating and sourcing content for SM platforms.
REPORTING STRUCTURE / KEY RELATIONSHIPS
<p>Reports to: Executive Director Direct Reports: NIL Key Internal Liaisons: Club and Programs Manager (CPM), Development and Administration Coordinator (DAC), Technical and Events Coordinator (TEC) Athlete Pathway Manager (APM), TA National Marketing and Communications Manager and Contract Project staff as required. Key External Liaisons: Affiliated triathlon clubs/members, coaches, TA/STTA network, VicHealth, etc.</p>
POSITION SPECIFICS
<p>Part-time role (2-year contract) with some weekend/evening work and possible interstate travel. Triathlon Victoria staff are employed in accordance with the terms and conditions of the National Employment Standards and under the National Sporting Award. Office hours are generally 9.00am to 5:00pm weekdays.</p>

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