

POSITION DESCRIPTION

Title	Marketing Manager
Department	Marketing & Communications
Location	Melbourne
Employment Status	Full Time
Reports To	Senior Manager, Marketing & Digital
Direct Reports	Nil
Purpose	<p>Golf Australia exists to grow the game of golf to maximise the benefits the sport provides to current and future golfers and the Australian community.</p> <p>The position will be responsible for developing, presenting and overseeing execution of marketing plans. Supporting the Senior Manager, Marketing & Digital, the role will be responsible for the day-to-day running and operations of Golf Australia's marketing pursuits.</p> <p>The position is a diverse and hands-on role responsible for the brand and visual identity of Golf Australia, project management of marketing plans and will provide leadership, mentoring and guidance to the wider team.</p>
Key Requirements	<p>Oversee planning and execution of Golf Australia's marketing plan.</p> <p>Create and execute marketing plans for participation programs like MyGolf and Get Into Golf.</p> <p>Create and execute event specific marketing plans for tournaments such as the Australian Open, Women's Australian Open, Vic Open and leading national amateur championships.</p> <p>Evidence of how to measure return on investment and manage campaign analytics to build and execute sustainable and effective marketing plans.</p> <p>Managing the day-to-day relationship with our media partners, agencies and other key stakeholders.</p>

	<p>Actively seek fan engagement opportunities.</p> <p>Manage Golf Australia’s brand and visual identity. Including adoption and interaction across all levels of the organisation.</p> <p>Broad administrative duties, reporting, database management and production of marketing and business development collateral.</p> <p>Provide leadership, mentoring and guidance to the broader marketing and communications team and wider business.</p>
<p>Skills & Knowledge</p>	<p>Good knowledge and demonstrated passion of the sports/entertainment landscape.</p> <p>At least 5 years’ experience in a similar position, with experience in a leadership role.</p> <p>Demonstrated ability to set priorities, plan work programs, meet deadlines and manage time effectively.</p> <p>Strong copywriting skills and attention to detail.</p> <p>Excellent organisation, planning and project management skills that allow the individual to work under pressure to meet deadlines.</p> <p>High computer literacy and familiarisation with Microsoft Suite products.</p> <p>Passionate about storytelling in compelling ways</p> <p>Digitally savvy - experience using data management / CRM systems and competent with digital marketing tools like social media, website content management systems and Adobe products.</p> <p>Ability to problem solve and make sound decisions and judgment collaboratively with a team and individually.</p> <p>A tertiary qualification in the Marketing or Communications field.</p> <p>Knowledge of the marketing landscape and emerging marketing trends.</p>
<p>Golf Australia’s Values</p>	<p>Every employee is expected to conduct themselves - internally with colleagues and externally with stakeholders and customers - in a manner that is aligned to the Golf Australia values.</p>

	<p>Team and individual development plans will expand further on what this looks like in day to day practice however the core values and descriptors represent the experience we aspire to collectively deliver for each other and our sport.</p> <p>Service Driven: we're here to serve the golfers and the game Diverse and Inclusive: a sport – and a workplace – for everyone Excellence: Be the best in everything we do Fun: Live it. Love it. Show it. Dynamic: Bringing energy and new ideas to the game – and the workplace. Team: Working as one for golf.</p>
Major Interactions – Internal	This role will involve interaction across the all of GA departments and state offices.
Major Interactions - External	Agencies, Golf Clubs and Facilities, Ambassadors, Amateur and Professional golfers, Administrators, Golf Australia Partners and Australian media