

Position Title	Marketing Coordinator
Level:	Full time
Reports to:	Marketing Manager

Department:	Marketing
Primary Location:	Bendigo Stadium 91 Inglis Street, West Bendigo VIC 3550
Updated:	June 2024



Organisational Context

Bendigo Stadium Limited (BSL) manages and operates Red Energy Arena, Borough Club, and the St Arnaud Sporting Club.

We are a sports and entertainment organisation that creates opportunities for Greater Bendigo communities. Our vision is to have vibrant places where communities thrive, and people come together for sport, events, and quality entertainment.

Red Energy Arena is the home of the Bendigo Basketball Association, Bendigo Braves and Phantoms Volleyball Club.

Primary Purpose

Reporting to the Marketing Manager, the Marketing Coordinator will enhance brand awareness and online presence for our venues through various digital platforms. This position will play an active role in implementing our marketing strategy and contributing to increased revenue in our venues through digital marketing, and offline channels.

The role will be responsible for video, photography and written content that supports BSL's marketing and communication.

Direct Reports

Marketing Manager.

Key Result Areas

Key Result Area	Responsibility	Measure
Business Growth	<p>Achieve digital analytical growth.</p> <p>Achieve departmental targets for digital content across in a timely manner.</p> <p>Monitor, track, and report on content analytics, and providing analysis to guide effective decision making and inform content development.</p> <p>Informed and up to date on trends and developments in audio-visual production.</p> <p>Assist with creation of marketing materials, producing innovative and engaging material and graphics as requested.</p> <p>Assisting to keep online platforms active and posted to regularly with correct information.</p> <p>Assist with online enquiries and reviews.</p> <p>Review, modify and create innovative social media engagement activities, growing our online presence by creating content for social media channels such as Facebook, YouTube, X, TikTok, LinkedIn and Instagram.</p> <p>Assist with email marketing initiatives, including EDMs to club members.</p> <p>Assisting with the advertising of special events. Promote events through online platforms, ensuring maximum exposure and appropriateness.</p> <p>Updating website content and events.</p> <p>Stay up to date with digital & social media developments.</p> <p>Reporting of performance and tracking analytics.</p> <p>Undertake other marketing tasks as requested.</p>	<p>Digital analytics targets achieved.</p> <p>Departmental targets achieved.</p> <p>Rigid processes and planning implemented to manage video analytics achieved.</p> <p>Comprehensive reporting implemented to meet goals.</p> <p>All online material is current and brand consistent.</p> <p>Continual improvement in social media reach & engagements.</p> <p>Social media enquiries and online reviews are responded to within business hours. Growth of social media channels and performance.</p> <p>Email marketing performance (open, click through, conversion ratios in line with industry standards).</p> <p>Increased attendance to special events.</p> <p>Attend social media workshops and marketing training where available.</p> <p>Monthly social media report.</p>
Execute with Excellence	<p>Execute videos/content and photography for social media content across all platforms, creating an</p>	<p>Effective communication at all levels.</p>

	<p>emotional connection to BSL’s brand, including assistance with the NBL1 game day content.</p> <p>Develop briefs to produce creative and engaging videos and photography, for use in external and internal communications, for example, marketing, hospitality promotional activity, events, senior elite sport, and corporate functions.</p> <p>Edit using photo and video editing software and incorporating after-effects as needed including motion graphics, layout, and animation to prepare content for publication.</p> <p>Ensure all videos produced adhere to digital accessibility requirements (using captions), as well as aligned to BSL’s Visual Style Guide.</p> <p>Managing the BSL Filing Index to collate all corporate imagery and video library.</p> <p>Complete tasks efficiently and competently within the given timeframe in accordance with provided communications plans, promotional calendars, and campaign schedules.</p>	<p>Accountable for the delivery of agreed projects on time.</p> <p>Evolution of audio-visual execution.</p> <p>Stakeholder relations exemplary.</p> <p>Internal process rhythms created and implemented with team members.</p> <p>Campaign schedules/communications plans embedded.</p>
Stakeholder Management	<p>Monitor and maintain social media platforms to ensure correct target markets are being met, and messages are appropriate to the targeted audience.</p> <p>Work with internal and external stakeholders to ensure all information necessary to develop event promotion is provided.</p> <p>To be the liaison for Marketing Management and Design and Print Specialists.</p>	<p>Effective communication at all levels.</p> <p>All requests for marketing, design and print information is attended to in efficient timeframes.</p>
Values	<p>Demonstrate consistent behaviour in accordance with the BSLs Values of Think Big, Be Impressive, Be Accountable, Be One Team, Do the Right Thing.</p>	<p>Living the Core Organisational Values at all times.</p>

EQUIPMENT OPERATED, SYSTEMS USED AND PHYSICAL REQUIREMENTS OF ROLE

- Medium physical activity
- Camera, lighting, and sound operation
- Software skills:
 - E-mail/internet
 - Microsoft suite
 - Adobe Creative Suite (Premiere Pro and Photoshop)
 - Canva
 - Loomly (social media scheduling)
 - Mailchimp/Talkbox (EDM scheduling)

-
- Wordpress (website content updates)

EDUCATION AND SKILLS

**Minimum
Qualifications:**

- Completed training or studies in media or marketing/communications, photography, filmmaking or multimedia, or relevant working experience.
- Must hold a Working with Children's Check (WWC)
- Must satisfactorily pass a Police Check
- Current Victorian Drivers Licence

**Job, specific, skills,
experience,
Knowledge and
abilities:**

Desired Knowledge and Experience:

- Minimum 2 years' experience in digital content production or marketing, including video.
- Understanding of social media marketing and content creation, including TikTok trends
- Experience in EDM creation.
- Content writing skills
- Experience using Canva
- Proven proficiency with Adobe and Editing Suite software.
- High level of computer literacy.
- Demonstrated experience in a fast paced, high-pressure environment.
- Strong interest in sport, music, entertainment, and community engagement.

Desired Skills:

- High level verbal and written communication.
- Proven ability to communicate effectively at all levels of the organisation.
- Builds rapport quickly with a wide range of people both internally and externally.
- Driven by strong values.
- Highly organised and priority driven.
- Proven ability to manage multiple projects.

Personal attributes:

- Ability and willingness to work on weekends for events and NBL1 as required.
 - Professional attitude and work ethic.
 - Positive outlook
-