

Position Description Marketing Coordinator

Position Title Marketing Coordinator

Level: Full time

Reports to: Marketing Manager

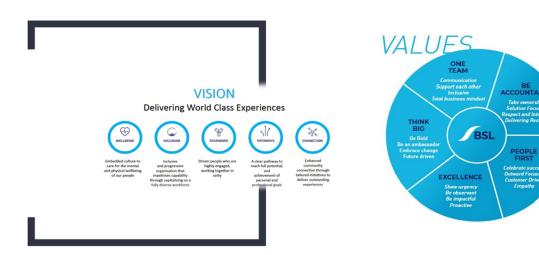
Department: Marketing

Bendigo Stadium

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



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

EQUIPMENT OPERATED, SYSTEMS USED AND PHYSICAL REQUIREMENTS OF ROLE

- Medium physical activity
- Camera, lighting, and sound operation
- Software skills:
 - E-mail/internet
 - o Microsoft suite
 - Adobe Creative Suite (Premiere Pro and Photoshop)
 - o 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