Marketing Co-ordinator

Are you a creative, digitally savvy marketer who loves bringing brands, events and experiences to life?

Full-time | Bendigo
Salary range: $70,000 - $80,000 plus superannuation
Some weekend work will be required to support events and NBL1 activities.

Who are we?
Bendigo Stadium Limited (BSL) is a sports and entertainment organisation creating opportunities for Greater Bendigo communities. We manage and operate Red Energy Arena, Borough Club, St Arnaud Sporting Club and Swan Hill Indoor Sports & Recreation Centre.

Red Energy Arena is also home to the Bendigo Basketball Association, Bendigo Braves NBL1, Bendigo Spirit WNBL, Strikers and Phantoms Volleyball Club.

Our vision is to have vibrant places where communities thrive, and people come together for sport, events and quality entertainment.

Our flagship venue, Red Energy Arena, features a state-of-the-art 4,000-seat show court arena, twelve basketball courts, a licensed bistro and café bar, and premier function spaces. The venue welcomes approximately 15,000 patrons each week.

About the role:
We're looking for a creative, enthusiastic and digitally savvy Marketing Coordinator to bring our brands, venues, events and programs to life.

Reporting to the Head of Marketing & Communications, you'll play an important role in delivering engaging marketing activity across BSL, with a strong focus on social media, content creation, graphic design and digital marketing.

From capturing exciting sporting and event moments to creating compelling campaigns and managing our digital channels, you'll help strengthen our brands, engage our audiences and showcase everything BSL has to offer.

What you'll be doing:

- Coordinate and deliver marketing campaigns, promotions and initiatives across BSL's venues, brands and business streams.
- Manage BSL's social media channels, creating engaging content, maintaining content calendars and responding to audience interactions.
- Capture, create, edit and publish high-quality photography, video and written content across our brands, venues, events and programs.
- Design and produce creative marketing materials across digital and print platforms, including social media graphics, EDMs, posters and signage.
- Coordinate promotional email campaigns and maintain and update website content to enhance the customer experience.
- Manage promotional content across BSL's in-venue digital screens.
- Monitor and report on marketing performance, social media engagement and digital campaigns, identifying opportunities for improvement.

What we're looking for:

- A qualification, training or studies in marketing, communications or a related field.
- Ideally, at least two years' experience in marketing or a related role.
- Demonstrated experience in social media management, content creation and digital marketing.
- Strong creative and graphic design skills, including experience using Canva.
- Photography, videography and content editing skills.
- Experience creating email marketing campaigns and writing engaging content.
- Excellent written and verbal communication skills, with the ability to build effective relationships across all levels of an organisation.
- Highly organised, proactive and able to manage competing priorities in a fast-paced environment.
- A positive attitude, strong work ethic and genuine interest in sport, music, entertainment or community engagement.

Why work for BSL?

This is an opportunity to do more than just marketing. You'll be part of a diverse and exciting sports and entertainment organisation, with the opportunity to showcase your creativity across major sporting events, live entertainment, hospitality and community programs.

At BSL, we're passionate about our people, our communities and creating experiences that bring people together. You'll be part of a collaborative team, have opportunities to grow and develop your skills, and see the direct impact of your work across our venues and brands.

If you're looking for a role where you can be creative, make an impact and be part of something that brings our community together, we'd love to hear from you!

Interested?

A position description containing further details is available on Red Energy Arena's website.

📩 Apply Now! Send your resume and cover letter to careers@bendigostadium.com.au

⏳ Applications close ***9am Monday 5 October, 2026.*** We encourage interested applicants to submit their applications as soon as possible.

A satisfactory Police Check and current Working with Children's Check will be required.
All applications will be handled with strict confidentiality.