Position Title	Marketing Coordinator	**Department:**	Marketing Bendigo Stadium
Level:	Full time	**Primary Location:**	91 Inglis Street, West Bendigo VIC 3550
Reports to:	Head of Marketing & Communications	**Updated:**	November 2026



Organisational Context

Bendigo Stadium Limited (BSL) manages and operates Red Energy Arena, Borough Club, St Arnaud Sporting Club and Swan Hill Indoor Sports & Recreation Centre.

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 NBL1, Bendigo Spirit WNBL, Strikers and Phantoms Volleyball Club.

Primary Purpose

Reporting to the Head of Marketing and Communications, the Marketing Coordinator is responsible for coordinating and delivering engaging marketing and communications activity across BSL's portfolio of brands, venues, events and programs.

The role supports the implementation of BSL's marketing strategy through social media management, content creation, graphic design, digital marketing, website management, email communications and promotional campaigns.

Working collaboratively with internal stakeholders, the Marketing Coordinator will help strengthen brand awareness, audience engagement, customer experience and commercial outcomes through creative, consistent and effective marketing activity.

Key Result Areas

Key Result Area	Responsibility	Measure
Marketing Coordination & Campaign Delivery	Work with the Head of Marketing and Communications and relevant departments to coordinate and deliver marketing campaigns, promotions and initiatives across BSL's business streams.	Campaigns delivered accurately and within agreed timelines.
Social Media & Content Production	Oversee the day-to-day management of BSL's social media channels, including comments and interactions, with a consolidated social media content calendar, ensuring engaging, high quality, accurate and consistent content across platforms.	Consistent posting and growth in audience engagement; content calendar maintained with a balanced content spread.
	Plan, capture, edit and publish high-quality photography, video and written content across BSL's brands, venues, events and programs.	Quality content delivered consistently and within agreed timelines.
Creative Design & Brand Execution	Design and produce engaging marketing collateral across digital and print formats, including social media graphics, EDMs, posters, signage and promotional materials.	High-quality, on-brand assets delivered within agreed timelines.
	Manage and update promotional content across BSL's in-venue digital screens.	Screens maintained with accurate, current and relevant content.
Digital Marketing & Customer Experience	Assist with the coordination, design, writing and scheduling of promotional EDMs across BSL's brands and audience segments.	EDMs delivered accurately and on schedule, with performance monitored.
	Maintain, update, and implement basic improvements to website content, including news, events, navigation, job advertisements and digital customer journeys.	Website content remains accurate, current and accessible.
Reporting, Performance & Stakeholder Management	Monitor, analyse and report on marketing performance across social media, EDMs, websites and digital campaigns with monthly marketing reports.	Marketing performance regularly tracked, with actionable insights provided.

Values	Demonstrate consistent behaviour in accordance with BSL's organisational values.	Living BSL's core organisational values at all times.

EQUIPMENT OPERATED, SYSTEMS USED AND PHYSICAL REQUIREMENTS OF ROLE

- Medium physical activity
- Photography/Videography and content editing experience preferred
- Required Skills:
    - E-mail/internet
    - Microsoft suite
    - Canva
    - Later (social media scheduling)
    - Mailchimp/Talkbox (EDM scheduling)
    - Wordpress (website content updates)
    - Meta Business Suite
    - Adobe Creative Suite experience

EDUCATION AND SKILLS

Minimum Qualifications:

- Tertiary qualification, training or studies in marketing/communications or similar fields
- 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 marketing or related fields
- Understanding of social media marketing and content creation
- Experience in EDM creation
- Content writing skills
- Experience using Canva
- High level of computer literacy
- Experience with stakeholder management, partners, or community engagement is highly regarded
- Demonstrated experience in a fast paced, high-pressure environment
- Strong interest in sport, music, entertainment, or 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