



Position Title:	Marketing and Communications Manager
Work Area:	Marketing and Communications
Reports to:	General Manager – Commercial, Marketing and Events
Position Location:	155 Railway Terrace, Mile End, SA 5031. This role will require interstate travel in accordance with Netball SA and Adelaide Thunderbirds programs.
Direct Reports:	Media and Digital Content Manager, Video and Digital Content Coordinator, Graphic Design & Communications Coordinator
Modified:	28 March 2022

About Netball SA:

Netball SA is the peak State Sporting Organisation for netball in South Australia and is affiliated with Netball Australia. Netball is the leading women's participation sport in Australia.

Netball SA is responsible for the governance, development, promotion, and administration of netball throughout South Australia and has the responsibility for servicing its 35,000 members, the operations of Netball SA Stadium and the running of its elite team, the Adelaide Thunderbirds and Premier League competition.

As a professional sporting organisation with extensive community reach, Netball SA is committed to enhancing the reputation of the sport and communicating news of significance to members, fans, supporters, and the general public.

Netball SA's strategic plan includes the following strategic priorities which drive the business:

- Thriving People
- Grow our game
- Strong voice
- National success
- Government investment

Further information on Netball SA: <https://sa.netball.com.au/>

NETBALL SA VALUES



Primary Purpose of Position

The Marketing and Communications Manager will manage and lead the execution of the marketing, brand and communications objectives of Netball SA, Adelaide Thunderbirds, Premier League and the Netball SA Stadium to achieve the organisation's strategic goals. Critical to the success of the role will be the ability to increase the awareness of the Netball SA, Adelaide Thunderbirds, Premier League and Netball SA Stadium brands through strong marketing PR and strategic relations. A close working relationship will exist with multiple stakeholders including key media outlets, marketing partners, Netball SA's Member Associations and Clubs, Netball Australia and the Suncorp Super Netball League to ensure the successful delivery of Netball SA's vision and goals.

Key Result Areas	Accountabilities and Responsibilities
Marketing and Communications	<ul style="list-style-type: none"> • Develop and implement marketing and communication plans for Netball SA, Community Netball, Adelaide Thunderbirds, Premier League and the Netball SA Stadium. • Continually monitor the delivery and execution of brand direction and recommend areas for improvement. • Grow the brands dynamically and vibrantly by communicating best-practice initiatives, advocacy, engagement and ensuring first-class customer experiences • Oversee high-quality content creation, copywriting, editing and proofreading of external communication and marketing collateral. • Develop and oversee content on social and digital channels in line with relevant strategies. • Work with key Netball SA staff and stakeholders to establish, measure, report and deliver on a range of annual key performance indicators.
Stakeholder Relationships	<ul style="list-style-type: none"> • Work with internal Stakeholders to ensure agreed marketing and communication needs are met. • Assist the Commercial team with sponsor deliverables • Liaise with Netball Australia to maintain knowledge of national marketing and communication plans and ensure alignment with Netball SA strategies. • Manage and develop relationships with external suppliers and media outlets to ensure solutions are maximized.
Strategic and Financial Management	<ul style="list-style-type: none"> • Develop and implement the Marketing and Communications budget helping ensure responsible financial management while driving innovation • Develop, monitor, and report any variances to the budget in consultation with the GM Corporate Services • Provide accurate and timely reporting within deadlines. • Ensure that all agreed strategies and key performance indicators and key behavioral indicators are achieved.
Leadership	<ul style="list-style-type: none"> • Lead the team effectively to ensure KPIS and KBI's are achieved in line with the strategic objectives of the organisation. • Mentor and grow team members. • Provide feedback to direct reports and other staff members as required. • Manage performance of direct reports and address any issues or under performance in a timely manner.
Other duties	<ul style="list-style-type: none"> • Any other duties within the employees capabilities and which is reasonable to expect the employee to undertake as directed by management from time to time.
Work Health and Safety	<p>Your duties are to:</p> <ul style="list-style-type: none"> • Comply with all Netball SA policies, procedures, and relevant legislation. • Comply with all reasonable instructions from managers in relation to health and safety. • Take reasonable care of your own health and safety. • Ensure your actions or omissions do not adversely affect the health and safety of other persons.

- Report any hazards, near misses and incidents to your manager and complete the required formal report mechanism.
- Complete relevant health and safety training, as required.
- Comply with the Netball SA policies and procedures which set out governance standards and manage risks for our organisation. You are responsible for being aware of and complying with the policies and procedures.

Qualifications, Skills & Experience Required:

- Previous experience in a similar role or similar organisation
- A tertiary qualification in marketing, communications or similar.
- Outstanding communication skills
- Strong attention to detail and organisational skills
- Working with Children Check
- Drivers Licence

Acknowledgement

I ACKNOWLEDGE that I have read and understand the responsibilities and expectations as set out above.

Signed by Employee:

Name of Employee:

Date:

Signed by Department Manager:

Date: