



<b>Position Title:</b>	Marketing Specialist
<b>Work Area:</b>	Marketing, Communications and Events
<b>Reports to:</b>	General Manager – Marketing, Communications and Events
<b>Position Location:</b>	155 Railway Terrace, Mile End, SA 5031.  This role may require interstate travel in accordance with Netball SA and Adelaide Thunderbirds programs.
<b>Direct Reports:</b>	n/a
<b>Modified:</b>	February 2025

**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.

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 Purpose:  
Netball SA exists to enrich lives, enhance communities and inspire generations.

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

### NETBALL SOUTH AUSTRALIA'S VALUES



**WE ARE TEAM PLAYERS**  
NETBALL SA VALUES

We are connected to each other and our outcomes - we work together for the greater good of netball.

We are inclusive, respectful and have each other's backs.

We are solution-focused and play the ball, not the person.



**NETBALL SA VALUES**  
WE PLAY OUR POSITION

We know our individual role and by performing the best we can, we lift our entire team.

We are versatile and resilient and can respond with agility if our game plan needs to change.



**WE ARE GAME CHANGERS**  
NETBALL SA VALUES

We push the boundaries to make our sport and organisation as good as it can be - no matter how big or small.

We collaborate without fear of failure - but if we do make a mistake, we support each other to learn and improve.



**NETBALL SA VALUES**  
WE PLAY WITH INTEGRITY

We are leaders of our sport and so must demonstrate high standards.

We are guided by a "see it, say it, fix it" ethos - we do it if it needs to be done and don't wait to be asked.



**WE ARE CUSTOMER CENTRIC**  
NETBALL SA VALUES

Our customer is at the centre of everything we do.

We strive to surpass expectations and deliver superior customer service.

### Primary Purpose of Position

As a Marketing Specialist, you'll take ownership of strategic marketing campaigns, stakeholder engagement, and play a pivotal role in achieving strategic objectives for Netball SA brand. You'll work closely with key stakeholders to develop compelling content, execute marketing initiatives, and brand awareness amongst key stakeholders and the broader community.

Key Result Areas	Accountabilities and Responsibilities
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Implement and lead campaigns that drive engagement, visibility, and brand awareness for Netball SA.</li> <li>• Create compelling content that highlights the positive impact of Netball SA programs. Follow best-practice methods to ensure first-class customer experiences and engagement.</li> <li>• Cross-Functional Collaboration - Work with internal teams and stakeholders to ensure seamless execution of campaigns and brand initiatives</li> <li>• Reporting &amp; Insights: Track, analyse, and report on campaign performance to drive future success.</li> <li>• Develop internal and external communications that reflect Netball SA's vision.</li> <li>• Collaborate with Media and Communications Manager to create and distribute eDM content.</li> </ul>
<b>Stakeholder Relationships</b>	<ul style="list-style-type: none"> <li>• Collaborate with internal departments to ensure marketing initiatives align with overall company objectives.</li> <li>• Assist the Commercial team with sponsor deliverables.</li> <li>• Liaise with Netball Australia to maintain knowledge of national marketing and communication plans and ensure alignment with Netball SA strategies.</li> <li>• Manage and develop relationships with external suppliers to ensure solutions are maximized.</li> </ul>
<b>Strategic and Financial</b>	<ul style="list-style-type: none"> <li>• Comply with NSA Financial Policies and Procedures.</li> <li>• Provide accurate and timely reporting within deadlines.</li> <li>• Ensure that all agreed strategies and key performance indicators and key behavioral indicators are achieved.</li> </ul>
<b>Other duties</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Work Health and Safety</b>	<p>Your duties are to:</p> <ul style="list-style-type: none"> <li>• Comply with all reasonable instructions from managers in relation to health and safety.</li> <li>• Take reasonable care of your own health and safety.</li> <li>• Ensure your actions or omissions do not adversely affect the health and safety of other persons.</li> <li>• Report any hazards, near misses and incidents to your manager and complete the required formal report mechanism.</li> <li>• Complete relevant health and safety training, as required.</li> <li>• 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.</li> </ul>

### 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:.....