

## Position Description

<b>Job title:</b>	<b>Marketing Coordinator - Stakeholders</b>
<b>Reporting to:</b>	<b>Marketing, Retail and IT Manager</b>
<b>Department:</b>	<b>Marketing</b>
<b>Location:</b>	<b>Administration Office, St Lucia</b>

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## Purpose of the Position

The purpose of the Marketing Coordinator – Stakeholders role is to empower and support UQ Sporting Clubs ('clubs') to enhance their club's marketing and branding efforts. The coordinator plays a pivotal role in helping clubs to implement and comply with UQ, UQ Sport and Club branding, use social media and digital platforms, develop engaging content, and implement successful marketing strategies.

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## Key Responsibilities

- Collaborate with clubs to assess their branding needs, provide guidance on rebranding, and help in implementing visual identity updates, including uniforms, logos, colours, and brand guidelines.
  - Provide advice to clubs on the branding, design and production of marketing materials.
  - Develop and lead interactive workshops for clubs to support them in digital and social media management, including content creation, engagement strategies, and analytics tracking.
  - Encourage clubs to foster strong relationships with their audience through content, community engagement initiatives, creating a positive online presence.
  - Support the UQ Sport Clubs Administration Manager with communication to clubs relating to brand, marketing and digital compliance.
  - Organise and maintain a database of clubs' marketing assets and rebranding progress.
  - Marketing Coordination of Club and Sport related events, including but not limited to Blues Awards; Club and Sports Awards; and Market Days.
  - Manage the UQ Sport website CMS (WordPress) and implement improvements in conjunction with an external developer.
  - Develop and implement external communications (emails and website content) that provide clear, timely and insightful information to UQ Sport subscribers.
  - Maintain brand consistency across all marketing collateral and ensure adherence to brand guidelines.
  - Support an organisational culture of positivity, accountability, and success aligned with organisational values.
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## Essential Qualifications

- Tertiary qualifications in marketing, communications or a related discipline.

## Essential Experience and Skills

- Minimum 3 years' experience in a marketing coordinator / marketing assistant role.
- Demonstrated high level of relationship management skills with the ability to network, influence and build relationships at all levels.
- Excellent planning and project management skills.
- Demonstrated knowledge and understanding of sports communications.
- Excellent written and oral communication skills, adaptable to different audiences and platforms.
- Ability to manage and communicate effectively with a wide range of stakeholders with varying needs and expectations.
- Demonstrated ability to work positively and collaboratively in a team environment.
- Proven high level of ability with Microsoft Office Suite, content management systems, social media platforms, project management systems and Mailchimp
- Proficiency in Adobe Creative suite and Asana (an advantage)

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## Essential Behavioural Competencies

- Passion for continuous learning and professional development
- Ability to develop meaningful relationships with internal and external stakeholders
- Demonstrated ability to create positive experience with customers, clients and colleagues
- Support, listen to, encourage, and collaborate with colleagues.
- Consistent drive to take ownership of the position, plan and organise to deliver on promises.
- Champion innovation and embrace change for continuous improvement.
- Be a respectful and reliable team member.
- Align behaviour with the UQ Sport values and guiding principles.

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## Essential Health and Safety Responsibilities

- Adopting safe work practices.
- Actively reporting workplace hazards, injuries and accidents arising from workplace activities and providing recommendations for corrective actions to prevent or minimise the chance of recurrence.
- Ensuring your behaviour does not pose a risk to the health and safety of any person and does not interfere with or misuse materials, equipment or property.
- Participating in meetings, training and other health and safety activities