

Position Description

SECTION 1

POSITION TITLE: Marketing & Graphics Officer

TYPE of EMPLOYMENT: Fixed Term Full-Time (2yr Contract)

KEY FOCUS OF THE ORGANISATION (PTFC Vision):

To build a stronger Peel Community through football.

KEY FOCUS OF THIS POSITION (Why this job exists):

This position plays an important role in the marketing and promotions of the club as well as design execution of club collateral across both print and digital.

Key projects include implementing the club communications strategy, developing new ways to promote club key messages, design of high-quality collateral in line with club brand guidelines for both print and digital. Including but not limited to social media assets, marketing/sales collateral, newspaper adverts, merchandise, club documents, website design and video production.

REPORTING RELATIONSHIPS

POSITION REPORTS TO:	DEPARTMENT / BUSINESS UNIT:	DIRECT REPORTS:
General Manager Commercial Operations	Commercial Operations	Nil

SECTION 2

KEY RESULT AREAS (KRA) / KEY PERFORMANCE INDICATORS (KPI'S)

KRA'S - WHAT is PERFORMED	KPI'S - HOW it WILL BE ACHIEVED – to WHAT STANDARD, TIME-FRAME, or for WHO
<p>Marketing</p>	<ul style="list-style-type: none"> • Deliver the objectives of the Club's Communications Strategy and take operational responsibility for its effectiveness. • Support the Sponsorship Strategy of the club to enhance the overall brand awareness of the club and its partners. • Create content to be driven across the clubs Digital Platforms including the Club Website, Social Media Platforms, and Internal Communications. • Control Club's Social Media presence, including management of agreed Content Planner. • Write engaging content around all teams representing the Club ensuring all Stakeholders are informed of any news surrounding those teams. • Manage quality of fan engagement and timely communications with the club's members, including the Members Newsletter and its database. • Prepare and coordinate monthly reports for the Board.
<p>Graphics & Video Production</p>	<ul style="list-style-type: none"> • Ability to create video content for Club specific promotions. • Develop digital and print design work across the following areas: football, brand, community, membership, team store and corporate sponsorship campaigns and events. • Detailed focus on design amendments and revisions. • Ensure creative is delivered in a timely manner. • Work closely with internal and external stakeholders to develop concepts and produce finished artwork. • Engage with key stakeholders to understand and interpret briefs, delivering content that is of

	<p>a high quality and aligned to Peel Thunder’s brand guidelines.</p> <ul style="list-style-type: none"> • Manage internal library of design resources. • Work with sponsors logos and other promotional mandatories to create aesthetically pleasing artwork.
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SECTION 3

COMPETENCIES REQUIRED FOR THIS POSITION:

<p>1. Technical Knowledge General knowledge of Adobe Creative Cloud programs, Premiere & After Effects, and also all Microsoft Office platforms (Word, Excel, Outlook and PowerPoint).</p>	<p>5. Initiative Be proactive in producing the desired outcomes for each project. Be able to make recommendations to others to assist in achieving desired outcomes.</p>
<p>2. Effective Communication Highly developed and proven communication (verbal, written) and interpersonal skills.</p>	<p>6. Planning and Organising Ability to plan and prepare on a seasonal and week-to-week basis.</p>
<p>3. Client/Stakeholder Focus Strong focus on servicing all stakeholders in the Club including, staff, players, sponsors, corporate clients, members, patrons, local government, State Government and its agencies.</p>	<p>7. Judgement Ability to make carefully weighted decisions taking into account situational constraints and views of relevant stakeholders.</p>
<p>4. Teamwork Willingness to contribute to the team and to work effectively and cooperatively with other team members, in order to achieve team and organisational goals.</p>	<p>8. Problem Solving Ability to recognise a problem, identify possible causes, generate alternative solutions and select the most appropriate course of action giving full consideration to all factors.</p>

<p>EXPERIENCE REQUIRED TO UNDERTAKE THE POSITION:</p> <ul style="list-style-type: none"> • Tertiary qualification in marketing, communications, graphic design, or related field. • Knowledge of Adobe Creative Cloud programs (Premiere, Photoshop, Illustrator, InDesign). • Competency in video production/editing/motion graphics an advantage. • Familiarity with Content Management Systems & Email Marketing Platforms. • Strong written and verbal communication skills with good knowledge of engaging club members. • Ability to think creatively and translate ideas into actionable design concepts for print, digital and online media. • A strong understanding of digital production/design/printing techniques. • Ability to work on multiple projects within specific timeframes. • An ability to interact effectively as part of a small team. • A broad knowledge of the digital media landscape. • Strong work ethic, ability to prioritise projects and a willingness to work outside business hours, including weekends.
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