



POSITION DESCRIPTION

POSITION TITLE	Marketing & Communications Manager
RESPONSIBLE FOR	Delivery of the VWA Marketing, Communication and Stakeholder Engagement Strategy and the VWA Digital Content and Marketing Strategy in accordance with the Association's values and policies
EMPLOYER	Volleyball WA (VWA)
REPORTS TO	Chief Executive Officer
EMPLOYMENT	Part-time (four days per week)
SALARY RANGE	\$70,000 - \$75,000 (Two year contract)
AWARD	Sporting Organisations Award 2022

Job Purpose

The purpose of the Marketing & Communications Manager role is to support the VWA team in driving advocacy, sponsorship, membership and participation across all codes of volleyball while deepening audience engagement. Reporting to the Chief Executive Officer, the role will implement, review and revise the VWA Marketing, Communications and Stakeholder Engagement strategy to raise public awareness and support of the organisation, its work and mission.

Line Management

- Club and People Development Coordinator
- Community and Stakeholder Engagement Coordinator

Key Responsibilities

1. Implement the 2022 – 2025 VWA Marketing, Communication and Stakeholder Engagement Strategy plus the Digital Content and Marketing Strategy for the same period including, but not limited to:
 - Marketing
 - Execute tactical campaigns to promote Discover Volleyball and other grassroots programmes
 - Create and execute creative and relevant integrated and digital marketing campaigns to raise VWA's profile and expand our participation and audience base in line with the organisation's Strategic Plan
 - Ensure all publicity material is representative of the VWA community
 - Review and as appropriate increase the range of VWA merchandise (Volleyshop) and member benefits

- Champion the VWA brand, ensuring signage, all collateral and key messages meet brand guidelines
 - Undertake market research initiatives and develop audience insights
 - Manage the marketing budget and provide reports as appropriate to VWA
 - Communication
 - Oversee VWA's digital communications activities including monthly e-newsletter (Volley-voice), social media platforms and the website
 - Manage and monitor all content for social media platforms to increase the VWA social media footprint and engagement in accordance with the VWA Strategic Plan. This includes the Perth Steel Facebook and Instagram pages
 - Manage and monitor all content for written media and radio interviews
 - Report on data and analytics, making recommendations for future programmes based on the results.
 - Develop innovative ways to communicate key messages to existing and potential new stakeholders ensuring consistent branding and 'tone of voice'
 - Ongoing development of 'telling the story' in regards to VWA's alignment with societal issues (including mental health and well-being) and targeted participation events and programs
 - Identify and work with the sports ambassadors to boost the games profile
 - Sponsorship and Member Engagement
 - Engage with Volleyball WA's existing membership base, including acquisition and retention of members
 - Manage and coordinate sponsors benefits and acquittal reports for existing partners of Volleyball WA
 - Acquire and negotiate new sponsorship opportunities for Volleyball WA and the Perth Steel teams.
 - Ensure the ongoing promotion of sponsors and other funding bodies is incorporated into all marketing programmes as appropriate
 - Contribute to the delivery of the VWA Clubs Conference and other consultation forums
 - Lead the coordination of the Annual Volley Award. Assist with other events and launches as required. In 2023, the MCM took the lead on the Australian Volleyball Super League Home Round events and WA Volleyball League Grand Final events.
 - Liaise with media and other external stakeholders including writing of Press Releases
2. Review and evaluate the achievement of the KPI's from the Marketing, Communication and Stakeholder Engagement Strategy at regular intervals, providing reports to the VWA Board and other relevant stakeholders
 3. Provide expert advice and develop resources to support VWA staff and Clubs / Associations in relation to communication and marketing activities

4. Representation on VWA Working Groups;
 - Places to Play Working Group (Deputy Chairperson)
 - Mental Health Working Group (Chairperson – Internal Working Group)

Key Performance Indicators

To perform competently in this position the incumbent will be expected to demonstrate capability, skills and experience in the following areas;

- **Marketing Co-ordination**
Create, manage and rollout effective marketing strategies which align with business objectives and are in the best interest of Volleyball WA community
- **Communication**
Demonstrate exceptional communication skills, both verbal and written, including the development of content for e-newsletters, press releases and social media posts.
- **Customer Service**
Show high level interpersonal skills, build positive relationships and work collaboratively with key stakeholders from a range of backgrounds, including Volleyball WA Clubs, Associations and community groups.
- **Organisational Skills**
Display a high level of organisational skills and a proven ability to manage competition priorities and meet tight deadlines.
- **Administration Skills**
Ensure business, financial and risk management processes are adhered to, and that all decisions made, and actions taken are in the best interest of Volleyball WA.
- **Technical Skills**
Demonstrate a high degree of proficiency in the use of Microsoft office, Information Communication Technology, graphic design applications and social media platforms for marketing purposes.
- **Team Participation**
Be an active and enthusiastic member of the Volleyball WA staff team and the Volleyball WA wider community, acting as the primary source for communication and marketing strategies. Document and share this information and knowledge effectively where required with internal and external stakeholders. Take personal responsibility for upholding the Association's values.
- **Work Quality**
Take personal responsibility for the quality of work completed, including timely delivery and accuracy of information. Be flexible in the hours to achieve successful completion of tasks.

- Continuous Improvement
Show a commitment and active contribution to finding more efficient and effective ways for the delivery of Volleyball WA marketing, communication and stakeholder engagement initiatives. Demonstrate creative and innovative ways to increase and engage with members, including the execution of integrated marketing campaigns.

Selection Criteria

Please note, preference will be given to those candidates that can demonstrate the following experience:

- Tertiary qualification in marketing, communications, public relations or related field
- Demonstrated ability to devise, implement and review creative marketing campaigns with a strong digital focus
- Demonstrated ability for developing and managing social media
- Confidence in engaging with internal and external stakeholders
- The ability to work to deadlines and under pressure
- Experience in the sports industry or not-for-profit sector

Application Process

Applications must follow the outline provided below to be considered;

- All applications must include the following;
 - Cover letter that includes addressing your experience of being able to deliver the selection criteria as outlined in the position description
 - Current Curriculum Vitae, including referee details
- Applications must be submitted [to](mailto:kuhl@volleyballwa.com.au) Robyn Kuhl, CEO Volleyball WA via email kuhl@volleyballwa.com.au. Applications close COB Friday 9th February, 2024.

Please note: the preferred candidate will be required to complete a Working with Children's Check.

Queries

If you would like further information regarding this position, please do not hesitate to contact;

Robyn Kuhl
CEO Volleyball WA
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