



Position Description

Marketing and Communications Manager

Role Summary

Reporting directly to the Chief Executive Officer, the Marketing and Communications Manager is an exciting and dynamic role that is accountable for the marketing, branding and digital communications function for Knox Basketball Incorporated (KBI) and the State Basketball Centre.

The key focus is to develop and implement marketing strategies to support our communication and engagement for the Knox Basketball community. This is achieved through strong engagement with key stakeholders including sponsors, domestic clubs, committees and internal staff. The successful candidate will provide leadership to enable the sustainable long-term growth of KBI and will have a key role in the strategic direction of the organisation.

Responsibilities

- Develop and implement effective marketing and communications strategies to strengthen the engagement of the Knox Basketball community. This includes campaign planning, branding, program development, content creation, advertising and social media engagement.
- Manage all aspects of KBI's basketball marketing programs for Senior Raiders, Youth League, Junior Raiders, Domestic Clubs and community programs.
- Lead all marketing and public relations activities associated with NBL1. This consists of game day promotion, social media campaigns, activations, in venue promotion, video content (eg. Interviews with coaches and players, player highlights, previews, promotion of game day results) and media relations. A strong focus is to develop real time and live content to build community connection and increase membership sales.
- Oversee the marketing budget and enhance all existing marketing assets such as the KBI Database, website & social media sites, brand & logos, existing digital videos, photos & content and print & digital assets.



PO Box 95, Boronia VIC 3155
www.knoxbasketball.com.au
03 9847 2300



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- Provide all KBI domestic clubs with high levels of marketing support to increase participation levels equally. This requires a weekly domestic club focus involving the promotion of clubs and personnel as well as the development of innovative community activities.
- Utilise all existing social media platforms and website to develop user generated content that drives engagement and web traffic for KBI and the State Basketball Centre.
- In house copywriting involving high levels of document content management and thorough proofreading prior to publishing.
- Any other related duties as reasonably requested by the CEO.

Note that the role requires high flexibility around the completion of work hours. After hours involvement is required due to events and games occurring during the evenings and weekends.

Critical Deliverables

- Increase participation numbers across the KBI junior and senior domestic competitions and junior raiders representative program.
- Increase attendance numbers at all KBI games and events.
- Work in collaboration with the CEO, Venue Manager and Commercial Sales Manager on initiatives to increase KBI revenue.
- Increase stakeholder and community engagement.
- Achieve Return on Investment performance indicators for Sponsors.
- Increase membership and merchandise sales
- Increase social media following, web site traffic and engagement.



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Key Capabilities

- Commercially astute
 - Applies the knowledge of the industry, market, organisation and business trends to prioritise activities. Can work independently.
- Digital savvy
 - Adept at all social media platforms and digital graphic design software with the ability to integrate digital skills into everyday life.
- Growth hacker
 - Can apply data driven thinking into initiatives and is a rapid learner of dynamically changing marketing channels.
- Master communicator
 - Active listener that can articulate value in an engaging and empathetic manner.
- Relationship builder
 - Develops and nurtures effective relationships with key stakeholders to achieve results.
- Customer obsessed
 - Understands customer and stakeholder needs and pain points and ensures that what is delivered, exceeds their expectations.

Essential Skills & Experience

- Degree qualified in Commerce, Business or Marketing.
- Minimum 5 years marketing experience, preferably within community sports, FMCG or sports organisations.
- High level of competency in digital marketing, social media, copywriting, branding and business to consumer campaigns.
- Proficient in contemporary technology and live streaming applications including but not limited to Adobe Creative Suite, InDesign, Word Press, Cognito Forms, Survey Monkey and Trello.

To apply, submit your application [here](#).



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