



<b>POSITION TITLE</b>	<b>Partnerships &amp; Marketing Coordinator</b>
<b>AWARD LEVEL</b>	<b>Sporting Organisations Award – Clerical &amp; Administration Grade 5</b>
<b>DIRECT REPORTS</b>	N/A
<b>REVIEW DATE</b>	25/09/2020

KEY OBJECTIVES
This role has responsibility for providing support to the Brand & Partnerships Manager in the delivery of contractual benefits to SANFL's Corporate Partners. The Partnerships & Marketing Coordinator will also support the marketing objectives of SANFL & The Mosaic Hotel.

KEY RESPONSIBILITIES		
Responsibility	Objective	Performance Measure
Service to naming rights partner	<ul style="list-style-type: none"> <li>▪ Liaise directly with Sponsor to activate SANFL's partnership.</li> <li>▪ attending a game day activation when and if required.</li> <li>▪ Assist with the delivery of the Volunteer of the Year awards program.</li> <li>▪ Coordinate a team of volunteers or support staff to execute activations as the need arises</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sponsor to provide feedback on engagement by Staff member across agreed activations</li> </ul>
Account Management - Service	<ul style="list-style-type: none"> <li>▪ Deliver service excellence to all Corporate Partners</li> <li>▪ Assist the Brand &amp; Partnerships Manager and Corporate Partnerships Executive in delivering all sponsorship benefits.</li> <li>▪ Ensuring all agreed activations occur</li> <li>▪ Prepare and present regular sponsorship reports</li> <li>▪ Assist with preparing content and distribution of Partners Pulse.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Minimum service benchmarks are achieved</li> </ul>
Marketing support	<ul style="list-style-type: none"> <li>▪ Assist the Brand &amp; Partnerships Manager Digital &amp; Brand Executive &amp; The Events Executive achieve SANFL &amp; Mosaic Hotel marketing objectives.</li> <li>▪ Support marketing initiatives to increase SANFL sponsor, fan and member engagement.</li> <li>▪ Support integration opportunities for SANFL partners</li> <li>▪ Support SANFL Clubs with digital marketing communications</li> <li>▪ Support Mosaic Hotel to achieve marketing objectives</li> </ul>	<ul style="list-style-type: none"> <li>▪ Deliver consistent and high standard content that meets SANFL's brand guidelines</li> <li>▪ Manage workflows to ensure deadlines are achieved</li> </ul>

REQUIRED BACKGROUND
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>▪ Drivers Licence</li> <li>▪ DHS Working With Children Check</li> <li>▪ Relevant tertiary qualifications</li> </ul> <p><b>Essential Criteria</b></p> <ul style="list-style-type: none"> <li>▪ Client Service and Sales experience</li> </ul>

**Desirable Criteria**

- Good understanding and energy for community engagement

**Skills and Knowledge**

- Excellent organisational skills
- Ability to influence timelines of others and collaborate to achieve required outcomes
- Attention to detail
- Ability to prioritise
- Well-developed time management skills
- Well-developed written communication skills
- Outstanding communication and interpersonal skills – there is a high level of contact with clients, sponsors and corporate guests
- Enthusiasm
- High level of motivation
- Ability to work independently and as part of a team