

POSITION:

MARKETING SPECIALIST

6-12 MONTHS PART TIME

CONTRACT (2-3 DAYS/WEEK)

\$100K FULL TIME EQUIVALENT, PRO RATA



ABOUT US

We are a passionate not-for-profit basketball association in Warriewood dedicated to fostering the love of basketball within our community. Our mission is to provide opportunities for players of all ages and skill levels to develop their talents, enjoy the game, and build lasting relationships.

JOB SUMMARY

We are seeking a dynamic and creative Marketing Specialist to join our team. In this role, you will be responsible for developing and executing a comprehensive communication strategy to enhance our visibility, engage our community, and promote our programs and events.

WHY JOIN US?

- Make a meaningful impact by promoting and growing the sport of basketball in our community.
- Be part of a supportive and enthusiastic team dedicated to making a difference.
- Opportunity to develop your skills and gain valuable experience in the non-profit sector.

Send your resume + cover letter + example work to:



SONIAMILLERRETAIL@GMAIL.COM



KEY RESPONSIBILITIES



Develop & Execute Communication Strategy:

- Create and implement a strategic communication plan to promote our association's mission, programs, and events.
- Lead our team developing our social media platforms, website, and email marketing campaigns to engage and grow our audience.
- Support the team in compelling content, including press releases, blog posts, newsletters, and promotional materials.

Community Engagement:

- Build and maintain strong relationships with local media, community partners, sponsors, and stakeholders.
- Coordinate and promote community outreach initiatives and events to increase participation and support.

Brand Management:

- Ensure consistent and effective messaging across all communication channels.
- Monitor and analyse marketing metrics to measure the success of campaigns and adjust strategies as needed.

Collaborative Efforts:

- Work closely with our coaching staff, volunteers, and board members to align marketing efforts with organisational goals.
- Provide marketing support for fundraising activities and special events.
- Engage with local organisations and government representatives to help achieve our strategic goals.

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QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in developing and executing successful marketing and communication strategies.
- Strong writing, editing, and storytelling skills.
- Proficiency in social media management, content creation, and digital marketing tools.
- Excellent organizational skills and attention to detail.
- Ability to work independently and as part of a team.
- Passion for basketball and community engagement is a plus!



**JOIN US TO HELP MAKE A
DIFFERENCE ON AND OFF THE
COURT FOR OUR COMMUNITY!**

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