

Position Title:	Marketing Lead – Community Netball		
Work Area:	High Performance	Reports to:	General Manager – Netball Community
Reportable Positions:	Nil	Employment Status:	Full-time
Primary Location/s:	Nissan Arena, 590 Mains Road Nathan	Modified:	December 2021
Netball Queensland	<p>At Netball Queensland we have an ambitious vision of becoming a world-class sport organisation respected for transforming lives through netball. We strongly encourage all candidates to read our Strategic Plan available on our website www.netballq.org.au</p> <p>To achieve this Netball Queensland must push the limits, we therefore need extraordinary people to take our sport into uncharted territory. Shaping a performance culture and delivering world class performance starts with assembling the right team and creating an environment where that team can thrive.</p> <p>We are super proud of our history-making Queensland Firebirds team; we are determined to continue to be the number 1 sport for women and girls in Queensland and we couldn't be more excited about our new \$45million state-of-the-art Nissan Arena. The next few years are game changing for us, and we need the right team in place to make the most of these opportunities.</p> <p>Further information on Netball Queensland, Nissan Arena, Queensland Firebirds and the HART Sapphire Series can be found at www.netballq.org.au www.nissanarena.com.au www.firebirds.net.au and www.sapphireseries.com.au</p> <p>Further information on Netball Queensland, our current Strategic Plan and our core functions can be found at: www.netballq.org.au</p>		

Our Values

The values of our organisation are core to all recruitment. Our values guide and shape how we take up our role and how we behave, individually and collectively. We believe:

- **Trust** - is the “spine” of how we operate. Trust means honest conversations and no “triangles”. It means trusting each other – not that we aren't human and never make mistakes but trusting that we each do our very best. And trusting that our peers will also call us out if we need it.
- **Collaborative** – we are not massive fans of traditional hierarchy. Clear roles and accountability definitely, but a spirit of contribution, a team culture of “side over self” and two heads are better than one to crack a problem.
- **Brave** – to transform lives and to lead our sport into the future we will need to make brave decisions, we will need courage to take risks and the resilience to convert failure into fuel.
- **Authentic** – we each have so much to give, and to receive, if we show up. Be real, share our failures and successes, share our learnings. Show up. Find your voice. Own it.
- **Inclusive** – diversity is a strength, and we must get better at it. Whether it is our First Nations people or including men and boys, inclusion and diversity is our future.
- **Innovative** – relentless pursuit of learning and continual improvement, creation of a safe space for ideas to be born and tested and learnings captured.

Your Contribution to Netball Queensland

To succeed in this role, you need to love the energy and dynamic environment of grassroots sport and events. You will be known for your customer-first approach and your ability to deliver results through building a strong emotional connection with your customers, having a knack for identifying and telling the stories that drive connection to grassroots netball and the ability to convert this to a lifelong love of the game. You will come with a process-driven formula to marketing and will be fluent in multi-tasking and problem-solving. You remain calm under pressure and get a sense of joy from keeping customers happy, hitting deadlines, and getting the job done.

The Marketing Lead is responsible for the growth of participation and lifelong connections to our sport at a community level.

As the Marketing Lead, you will work closely with a diverse and challenging range of stakeholders and members, including Netball Australia, Associations, Clubs, Schools, participants, umpires, officials, coaches, suppliers, sponsors, and members. The position is pivotal to delivering a world-class customer and brand experience across the entire business and will link closely with the Head of Marketing to ensure alignment with the overarching marketing strategy.

You understand the importance of surrounding yourself with great people, remaining accountable and being relentless in the pursuit of revenue and growth targets. You have a commitment to inclusion and the importance of community sport in transforming lives. You are enthusiastic about celebrating the wins and first to roll up your sleeves when the work needs to be done. You bring the energy.

Reporting to the General Manager – Community Netball, your work will directly contribute to the growth and sustainability of netball in Queensland, and Netball Queensland's vision of being a world-leading sports organisation, respected for transforming lives through netball.

Key Responsibilities of this role

The key responsibility for the Marketing Lead includes but is not limited to the following:

- Lead the growth of the Netball Queensland brand and participation products to develop lifelong customer connections to netball.
- Develop and roll out end-to-end tactical marketing campaigns across traditional and digital mediums to support the overarching marketing strategy, including creative execution, media buying, digital platforms and go-to-market strategies that deliver year-on-year growth.
- Collaborate with the Head of Marketing and Marketing Lead – Queensland Firebirds & Elite Netball to align campaigns to the marketing calendar, leverage role models and ensure consistent messaging and branding across the organisation.
- Support the Head of Marketing in developing customer journeys and driving digital automations to enable great participant experiences across your brands, working within our CRM, data collection and marketing automation platforms.
- Creation and delivery of content strategy to support the marketing plan for participation growth, competitions and community netball initiatives.
- Oversight of all brand websites, social media channels and digital platforms ensuring content strategies are developed and executed to maximise performance and consolidated database growth.

- Develop Google Analytics and Tag Manager integrations to ensure accurate tracking and reporting of marketing goals across all brands.
- Develop local area marketing plans to support the growth of participation for Associations and Clubs in targeted areas as informed by the marketing strategy.
- Develop marketing strategies to connect schools with their local netball Associations.
- Manage relationships with internal and external stakeholders, including internal departments, media partnerships and external agencies.
- Deliver reporting and analytics to ensure accurate and timely reporting of campaigns and budgets, with the ability to adjust strategy as required to achieve results.
- Drive efficiency, growth, and development of the broader Netball Queensland team in the area of marketing.

Core Competencies, Skills and Personal Qualities

Values Alignment

The **most** important factor for both candidate and NQ, is an **alignment of values**. A great experience is founded by the alignment of your personal values with Netball Queensland's values of **collaborative, brave, authentic, inclusive, innovative, trust**. Not all cultures work for all people. We recognize this and therefore try to be as open and transparent about our culture.

Personal Qualities

- Problem solver - high resilience and a growth mindset. Can analyze problems and likes to be challenged.
- Achiever - desire to have a positive impact on the world. Appetite for results and being accountable.
- Self-starter - high levels of initiative and intrinsic motivation. You bring energy and optimism.
- Team player – prefers to work in a team environment, values diversity.
- Ability to translate ideas into action - the ability to think and execute at scale is critical. We are a large sport!
- Calm under pressure – high emotional regulation under stress and manage competing priorities.

Leadership at NQ

At Netball Queensland, we know what our desired leadership behaviours are. This is what leadership looks like at NQ:

Purpose To captain NQ so that our people feel valued, inspired and proud to stretch for amazing.

We are:

- Brave
- Unifying
- Credible

We will always:

- Stand up for what we know needs to be done
- Be OK with being challenged
- Bring the energy
- Care personally, challenge directly

Qualifications and Experience

The Marketing Lead requires the following qualifications and experiences:

Qualifications and Experiences

- 4+ years' experience in a marketing role
- Relevant tertiary qualifications in marketing preferred.

- Demonstrated experience in end-to-end campaign management across digital and traditional channels from creative brief to execution.
- Experience managing websites (Drupal and WordPress), social and digital platforms.
- Experience with managing paid digital campaigns (social media, PPC, SEO and SEM) a benefit.
- Demonstrated ability in creating and managing EDM platforms.
- High level of interpersonal, verbal, and written communication skills that allow effective, positive relationships at all times with all internal and external stakeholders.
- Previous experience with Microsoft Dynamics, Microsoft Teams, Trello, WordPress and Drupal will be highly regarded.
- Process driven with a fanatical attention to detail.

Personal Attributes

- A strong personal brand which personifies Netball Queensland's values driven culture of excellence based on trust.
- A problem solver by nature and committed to reimagining what's possible for the future of netball.
- Ability to translate ideas into action and motivate others to deliver and achieve desired outcomes.
- Demonstrated ability to manage competing priorities whilst maintaining a strong attention to detail.
- Self-motivated, ability to work independently and actively contribute to a team culture that prioritises collaboration, innovation, and continuous improvement.
- Relentless in the pursuit of achieving goals.
- Ability to manage conflicting priorities within time constraints.
- Strong adaptability in a continuously changing environment.
- Displays the initiative, attitude, and ability to thrive within a dynamic, challenging, and fast paced environment.
- Knowledge of sporting culture and customer experience.

What we offer

To achieve our vision of becoming a “world-class sports organisation respected for transforming lives through netball”, Netball Queensland must have the best and brightest team on and off the court. Your reward for stepping into this challenge will be:

- A high-performance culture where you will lead and be led, challenge and be challenged.
- Professional development and a strong commitment to support your career growth.
- Flexible work practices to enable you to live your best life.
- An unbeatable team culture.
- Excellent working facilities in our brand new, state of the art Nissan Arena, and in several locations across the state.
- On-site parking at Nissan Arena.
- Tickets to events at our venue.
- Opportunities with our corporate sponsors.

And above all, the opportunity to directly impact our great game of netball and ensure its sustainability for generations to come!

Other Information

OKRs

Netball Queensland has adopted a performance-focused approach to planning and growth. We use OKRs – Objectives and Key Results. Suitable candidates will need an understanding of OKRs and a willingness to embrace the OKR system.

Hours of Work

The sport industry operates outside of traditional business hours, including weekends. To succeed in this role, you must be willing and able to work when and where sport is happening. We have a flexible approach to ensuring our people can balance their family life and personal commitments alongside the demands of the industry.

Blue Card

You must hold a Working with Children (Blue) Card or be able to obtain one as soon as possible, and before commencing employment with Netball Queensland.