



Position:	Marketing Executive
Department:	Commercial
Division:	Marketing
Report To:	Director of Commercial

POSITION PURPOSE

To drive business and sales growth by working closely with the Arena's Leadership and Commercial teams to coordinate and implement marketing initiatives and activities. The role is responsible for taking a balanced approach of creative vision and business acumen to develop marketing strategies that impact on business growth, visibility, reputation, and relevance.

The Marketing Executive will be responsible for contributing to the development of the annual marketing plan and subsequent implementation of strategies, supporting the delivery of marketing and communications to support events and activations, in-venue and external promotions, sponsorships, Public Relations (PR) campaigns, advertising, digital and social media.

This role based at the Arena and working across the impressive array of upcoming events, the position has full ownership of all things marketing related and works closely alongside the Graphic Design and Content Executive and the wider Commercial Department.

POSITION RESPONSIBILITIES

- Developing and implementing annual marketing plans for the Arena to deliver key business objectives
- Work closely with the Graphic Design and Content Executive and other internal departments to drive awareness of the Arena itself and upcoming events, sponsor and partner activities
- Collaborate with the Graphic Design and Content Executive to support and develop the Arena's ongoing content calendar to ensure a constant supply of relevant content is disseminated across Arena channels
- Brief the Graphic Design and Content Executive and manage the creation and implementation of all marketing assets for key touch points including social media (including but not limited to Facebook, Instagram, Tik Tok, Snapchat, YouTube and LinkedIn), websites, search engine optimisation (SEO), search engine marketing (SEM), Electronic Digital Marketing (eDM), signage (static and digital), online, posters, street campaigns, local area marketing assets and What's On Phone system messaging

- Implement, monitor and report on the effectiveness of marketing communications and brand awareness activities at regular intervals
- Manage the marketing budget alongside Director of Commercial
- Manage database with accuracy and work with Graphic Design and Content Executive to create initiatives for data acquisition
- Maintain and retain relationships with sponsors, partners, and suppliers including briefings, progress meetings and KPI tracking
- Responsible for developing and implementing the Arena's social media platforms' content strategies. This includes analysing engagement data, identifying trends in customer interactions and planning digital campaigns to build the Arena's community online.
- Work to boost social media engagement and awareness of the Arena itself along with the events held at the Arena – this includes responding to comments and messages from Event Attendees / Patrons when and as required
- Ensure the Arena's website is maintained and managed of the Arena website, ensuring all components are fully operational and all information is accurate and up-to-date
- Produce a social media report following each event detailing engagement and interactions through the Arena's social media channels
- Track and keep abreast of market and social trends and opportunities
- Monitor competitor activity on a regular basis, local and abroad by being active in market
- Reports on customer habits and behaviour in the Arena
- Proactively assist promoters / clients to maximise success of their events. This includes monitoring of ticket sales and recommending initiatives (marketing and otherwise) to support those events
- Act as the Corporate Social Responsibility (CSR) champion for the Arena. This includes contributing and co-ordinating the selection and management of partners, working proactively with the partners and delivering PR outcomes that benefit the partner and the Arena and monthly reporting
- Manage the booking of concourse and external forecourt (red zone) entertainment during events
- Manage the booking of event photography requirements as needed
- Represent the Arena at industry events, as required
- Work weekends, public holidays, evenings, and events when required
- Other ad hoc duties as given and required by the Commercial Director and General Manager from time-to-time
- On occasion and when required, conduct or organise Mystery Shopper research to ensure service levels through the Arena are delivered as required



- Cover Reception duties, as and when required.

SPECIALIST KNOWLEDGE AND SKILLS

- A background in Entertainment, Music, Sports, Hospitality (or a similar customer-facing industry) is essential
- Results driven individual who thrives on the challenge of meeting deadlines, has a creative eye and a passion for the live events industry
- An attitude that embraces the importance of delivering the ultimate experience for Arena guests and have a willingness to 'roll up your sleeves'
- A natural influencer and a knack for proactively managing all stakeholder relationships
- A creative and enthusiastic personality who enjoys learning to further develop professionally
- A passion for live entertainment, music, sports, lifestyle, food and beverage will be an advantage
- A demonstrated innovator who stands by Arena / ASM Global brands and continually brings new ideas to the table
- Good creative eye for email and digital communications alongside strong written communication skills
- Strong analytical skills and comfort with data analysis and are developing an understanding of key business drivers, sectors and trends and the how the competitive landscape impacts marketing strategy
- The ability to adapt to new environments and work well with others
- A positive outlook and willingness to learn and assist the wider team as required
- Collaborative team player who can also work well autonomously
- High degree of customer focus and attention to detail
- An enthusiastic personality that takes initiative and thrives on a fast-paced, dynamic and ever-changing environment
- Ability to multi-task and prioritise working to tight deadlines in a busy environment whilst working across multiple projects

QUALIFICATIONS AND EXPERIENCES

- Tertiary qualifications in Marketing, Communications, Media, PR or similar
- A minimum of 2-3 years' experience managing marketing campaigns from end-to-end
- Demonstrated experience working with all key social platforms, with expert knowledge of the role each social media platform plays in the wider marketing mix

with a proven understanding of how to grow brands through multiple media and social media channels

- Experience in creating and executing marketing campaigns
- Experience co-ordinating Corporate Social Responsibility programs would be advantageous
- Experience acting as a media liaison and writing editorial and press releases would be looked on favourably
- Experience with using Ungerboeck or similar event management systems an advantage
- Advanced budget management skills
- Excellent organisational and administrative skills
- Excellent communication skills – written and oral
- A current Medical Check
- A current Police Check
- A current NSW Driver's License

CORPORATE RESPONSIBILITIES

Management Duties

- Attend regular Departmental / Divisional meetings and monthly communications meetings
 - Attend event meetings when as and when required
 - Attend regular staff communications meetings
 - Ensure efficient follow-up of all jobs and tasks arising out of Departmental / Divisional meetings
 - Ensure all annual leave, sick leave etc. is recorded and submitted to Payroll for processing in a timely manner
- Ensure you are familiar with and implement all Quality Assurance (QA) requirements in areas under your area of operation and advise your manager of any deviations or required alterations

Workplace Health & Safety

- Ensure you are trained in operating any equipment or machinery you are required to operate and hold current licenses if required
- Maintain an excellent awareness of the Arena's Workplace Health and Safety (WHS) and Emergency Evacuation Policies and Procedures

Planning & Reporting

- Complete digital activity reports and tasks as and when required

GENERAL RESPONSIBILITIES

- Maintain a harmonious working relationship with all colleagues
- Demonstrate teamwork and cooperation with all colleagues, clients and guests
- Energetic, flexible, collaborative, and proactive; a persuasive communicator and team leader who can positively and productively influence and engage direct and indirect reports and peers
- Attend any meetings / briefings / training sessions as requested by the Director of Commercial and/or General Manager
- Undertake additional tasks as requested by the Director of Commercial and/or General Manager, including those outside of your position description
- Abide by the company Code of Conduct Company and other policies and procedures
- Abide by all Arena Workplace Health & Safety (WHS), Quality Assurance (QA), Environmental and Risk Management policies and procedures

EMERGENCY MANAGEMENT RESPONSIBILITY

- Be fully aware of the Arena Fire and Emergency Evacuation procedures including duties of emergency management team and perform a role when required
- Report all incidents to the General Manager and to the security control room immediately when they occur. Be sure to record notes on any details relating to incidents on incident report forms
- Ensure aisles, concourses and exit routes are kept clear of obstructions at all times
- Ensure all unattended fire doors are not chocked / held open and can close fully at all times
- Ensure you are aware of the location of emergency exits, firefighting equipment and Warden Intercommunication Phones (WIPs)
- Participate in the management of any incident or emergency as directed by the nominated Chief Warden or Fire Safety Officer when you are performing this role
- Regularly check and ensure work areas and surrounding areas for any suspicious articles and items and report these to the General Manager and security

WORKPLACE HEALTH & SAFETY



- Check work area and surrounding areas for any potential safety issues (e.g. trip hazards, slippery or uneven surfaces, spills, obstacles, debris etc.) and either rectify the situation if you are able to or report to your manager or security
- Complete an incident report form for each incident you observe and / or are involved in
- At all times, remain vigilant in managing persons seeking to gain access to unauthorised areas
- If persons are acting suspiciously, inform your manager or the security control room

EMPLOYEE SIGNATURE

DATE

EMPLOYEE NAME

EMPLOYER SIGNATURE

DATE

EMPLOYER NAME