

PD 10: Marketing & Communication Manager

Position Description : Marketing & Communications Manager	
Position Type:	Voluntary
Hours:	Variable
Reports to:	AMMNA Executive
TERM: The terms of this position are as follows:	
Commencement Date:	Annual General Meeting in the year of election
Time Frame:	Must be available for a one term year
Resources:	Out of pocket expenses – (pre approved by the management committee)
KEY OBJECTIVE AND ROLES AND RESPONSIBILITIES	
KEY OBJECTIVES To support the AMMNA Executive achieve the goals and objectives of the association, while maintaining high standards of policy implementation and communication within the association.	
KEY ROLES AND RESPONSIBILITIES The marketing and communication portfolio is split into two role tranches, with sub functions detailed below. Because of the size of this portfolio, it is acknowledged that the role may require sub-committee members to execute in areas of expertise. Digital Marketing: <ul style="list-style-type: none">• Social Media Communication<ul style="list-style-type: none">o Managing Kelpies and AMMNA social media channels, publishing contento Social media network comms strategy - players, officials policies• Digital / Website Content<ul style="list-style-type: none">o Content Curation - expansion of our digital assets through ammna.com• Public Relations<ul style="list-style-type: none">o Media Liaison - for domestic and international program promotion / media activationo Media Releases - external articles and communicationo Media Training - training our athletes in media management Brand Management & PR: <ul style="list-style-type: none">• Sponsorship & Fundraising<ul style="list-style-type: none">o Public Sector Grants - targeting public sector grants / funding of programso Private Sector Sponsors - targeting strategic partners for sponsorship of programso Broader Tactical Fundraising Strategies - team-based fundraising programs• Marketing Collateral<ul style="list-style-type: none">o Brand Management - owning and activating the AMMNA and Kelpies assetso Collateral - building collateral for how / where we communicate in public channelso Merchandise - building a commercial plan for revenue-generating merch sales Other Executive Requirements: <ul style="list-style-type: none">• Work closely with AMMNA Executive to achieve the objects of the association• As a member of the management committee, ensure a high standard of management practices are maintained• Attend AMMNA Annual and General Meetings as required• Attend association events and activities where possible• Have a good working knowledge of the association constitution, rules, policies and procedures• In conjunction with the AMMNA Executive develop a strategic plan outlining relevant future development• Prepare and submit a report for each AGM and relevant Executive and state member meetings• Prepare a report (to the Secretary) for inclusion in the annual report presented at the AGM• Perform other related activities as determined in consultation with the AMMNA Executive• Website management	
QUALIFICATION REQUIREMENTS	

- Working knowledge of social media platforms Facebook, Instagram, Twitter (essential) WordPress, SEO and Google Analytics (preferred)
- Proficiency in MS Office
- Knowledge and understanding of marketing strategies
- Hold a current blue card (WWCC) or be able to obtain one
- Hold a current drivers licence to effectively carry-out some activities required (preferred)
- Agree to undergo a criminal history check

SKILL REQUIREMENTS AND RELEVANT EXPERIENCE

1. Experience and/or proven ability to fill a management role suitable for a not-for-profit, volunteer-based association, including a good understanding of the need for planning, administration needs and the ability to liaise with the AMMNA Executive and state members
2. High standard of oral and written communication, including listening, interpersonal and effective people management skills and public speaking ability
3. Strong planning and project management skills
4. Understanding of the legal, financial, ethical, moral requirements and compliance obligations of a not-for-profit
5. High level of understanding of the financial management needs of AMMNA operations, including knowledge of good governance practices
6. Strong understanding of the needs of AMMNA
7. The ability to separate personal and association interests, and act in the best interests of AMMNA whilst in the assigned role

INTERACTION: The position will be expected to interact with the following key stakeholders and individual positions:

AMMNA Management Committee AMMNA Operational Sub Committee's AMMNA State members & delegates	Netball Australia General public International Associations Contractors and Suppliers
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