

POSITION DESCRIPTION - COMMUNICATION AND MARKETING MANAGER

Employer	Judo Australia
Position Title	Communication and Marketing Manager
Reports to	Chief Executive Officer
Location	Brisbane, Queensland
JA Overview	Judo Australia (JA) is the national sporting organisation responsible for the management, development and promotion of the sport of Judo in Australia. JA comprises eight Member States, around 200 affiliated clubs and over 6,500 individual members. The organisation is a member of the International Judo Federation, the Oceania Judo Union, the Australian Olympic Committee, Australian Paralympic Committee and Commonwealth Games Australia. Sport Australia and the Australian Institute of Sport are the organisation's key government funding partners.
Position Overview	The Communication and Marketing Manager will lead and drive best practice and delivery across the organisation to build Judo Australia's profile, engagement and connection with members, stakeholders, key partners and the community. The position plays a key role in supporting the delivery of the Judo Australia Strategic Plan through clear brand and profile frameworks and communication mediums appropriate to building and maintaining respect and trust in all relationships.
Key Duties	• Develop and deliver marketing and communication plans that align with Judo Australia's strategic plan outcomes; • Implement targeted media campaigns across key business areas that will increase the profile of Judo in Australia. • Work to increase reach and engagement across Judo Australia's social media and digital assets. • Undertake monthly reporting of social media and digital assets to review growth and implement any changes required. • Create engaging content for publication and delivery across Judo Australia's social and digital platforms. • Review and make recommendations to enhance Judo Australia's marketing and communications operations. • Support the delivery and promotion of Judo Australia partnerships; • Prepare reports and conduct presentations as required; • Attend meetings and represent Judo Australia on various groups and committees and liaise with other organisations and individuals on matters as required;

	Any other duties within the Employees capabilities and which is reasonable to expect the Employee to undertake as directed by the CEO from time to time.
Key Interactions	All JA staff Judo State Members Judo clubs Judo Stakeholders throughout Australia Combat Institute of Australia Local, State and Federal Government Agencies Media outlets Communication partners
Criteria	Essential - Experience (3+ years) in the delivery of communication and marketing strategies in the sport sector; - Experience using Adobe Creative Cloud products (Photoshop, InDesign, etc.) - Experience using content management systems (websites) - Experience in the development of written and promotional content; - Strong communication and presentation skills; - Excellent attention to detail; - Demonstrated ability to elicit cooperation from and work with a range of people/stakeholders; - The ability to plan and priorities work and maximise the use of internal and external resources to achieve outcomes; - Ability to work independently and part of a broader team; - Preparedness to be flexible in respect to work hours; - Working with Children Check. Desirable - Experience in shooting and editing video content - Copywriting experience - Bachelor's degree in relevant discipline; - A good understand of the martial arts sector (in particular judo); - An understanding of the community sport landscape.
Hours of work	The role is a full time permanent position working 37½ hours per week. Due to the nature of this position out of hours and weekend work will be required and may include interstate travel.



Remuneration Package	Salary of \$70,000 (plus Super). Mobile phone allowance
How to Apply	Applications shall include a cover letter, resume and work example which explicitly details your skills and experiences against the Criteria outlined for the role. The work example may include a content piece, social media campaign or a report developed and presented. Please email your application to etaylor@ausjudo.com.au
When do applications close?	Applications close 5pm (AEDST) Wednesday 17 November 2021
Who do I contact if I have an enquiry?	Emma Taylor, Judo Australia Chief Executive Officer at etaylor@ausjudo.com.au or 0417 074 554.