



Marketing & Media Coordinator
Part Time 0.6 - 0.8 EFT

Opportunity: part time coordinator position at 0.6 to 0.8 EFT (3 - 4 days per week) on a 12 month contract (potential opportunity to increase hours and/or as extend contract)

Payment: \$69,000 pro rata + 9.5% super contribution (based on Social, Community, Home Care and Disability Services Award 2010 Award, employee level 2)

Pride Cup:

Pride Cup is an Australian led initiative that began as a powerful gesture of mate-ship at the Yarra Glen Football and Netball Club to support an LGBTI+ player to feel included and accepted. 8 years on, Pride Cup is now influencing real cultural change in sporting clubs across the country, running hundreds of events celebrating LGBTI+ inclusion across 11 sports throughout Australia.

At Pride Cup, we know that Sport can be an important and persuasive engagement tool for diversity and inclusion initiatives.

80% of LGBTI+ Australians still don't feel secure in being open about their sexuality within a sporting club context and 75% of LGBTI+ Australians don't even feel safe enough to attend a sporting game due to the fear of harm or ridicule.

This has a huge impact on the mental health and wellbeing of LGBTI+ Australians, who aren't afforded the benefits of sport & physical activity that their heterosexual peers are, causing even more harm to the health and wellbeing of LGBTI+ Australians who are already at the highest risk of depression, anxiety and suicidal ideations of any other communities.

However, Pride Cup is changing this - since our inception, Pride Cup has grown exponentially and has run events throughout the Nation from Cairns to Swan Hill, ultimately changing regional and rural attitudes toward inclusion and diversity - but this is just the beginning - with more and more sports clubs from around Australia and New Zealand signing up every day.

Job Description:

At Pride Cup, we attribute much of our success to the strength of our positive storytelling, traditional & social media and marketing. To build on this momentum, we will be expanding our team with the creation of a new role: Marketing and Media Coordinator.

The successful candidate will work alongside Pride Cup's Liaison Manager and CEO, and in collaboration with more than 250 community and elite sporting clubs around Australia, to help create successful and impact driven Pride themed events.

The core of the Marketing and Media Coordinator's role focuses on the expansion of Pride Cup's 2021 - 2024 goals and operations.

From day one, the Marketing and Media Coordinator will contribute to existing marketing programs, and assist with the development of new initiatives aligned with Pride Cup's operational goals and aspirations.

The ideal candidate will have prior experience with a wide range of marketing functions, including Social media, branding, digital marketing, and communications, and will be an organized multitasker, able to handle a diverse set of projects and tight deadlines.

Key Objectives:

- Assist in the execution and continual development of Pride Cup's brand strategy – including the sharing and marketing of positive storytelling and activations
- Promote Pride Cup and Pride Cup Partners events and activations using Pride Cup social media accounts
- Ensure all marketing efforts serve to achieve immediate and long-term impact goals, including working with Pride Cup partners and clubs to assist with their goals and activations.
- Regularly further knowledge and education through workshops and research with the Pride Cup management team
- Support the Pride Cup management team with the creation of marketing and media assets & tiles using ADOBE suite of products
- Promote Pride Cup events and activations in association with traditional media outlets, including the creation of media releases.

Primary Responsibilities:

- Communicate campaign objectives, timelines, and deliverables to the Pride Cup management team
- Develop and create graphic assets for Pride Cups social media accounts and website (word press system)
- Implementation of a calendar of events and marketing for Pride Cups social media accounts
- Work alongside media outlets and divisions of media to encourage positive storytelling of Pride Cup's accomplishments and activities
- Prepare marketing activity reports and metrics for measuring program success
- Provide and present campaign results using Pride Cup's CRM database
- Create marketing and media assets using ADOBE photoshop and illustrator to assist the Pride Cup management team

Skills and Qualifications:

- Hands on experience as a Marketing Coordinator or in a similar marketing or media related role
- Experience with media reporting and the creation/implementation of media releases
- Knowledge of traditional marketing and digital marketing platforms
- Knowledge of Social Media promotion and advertising
- Ability to present outcomes and research to the Pride Cup management team and their partner organisations



Preferred Qualifications

- Familiarity with content management systems (CMS) including Mailchimp and salesforce
- Working knowledge of Microsoft Office management suites and ADOBE photoshop and illustrator
- Experience or qualifications in Marketing, business management or an associated field
- Working knowledge of CANVA, word press, mail-chimp and associated software

Reports To:

This role will report to the Pride Cup management team.

Notes:

This role will require weekend work during Pride Cup's busy sporting seasons which will be included in the role's contracted hours of operation.

Pride Cup is an equal opportunity employer and we encourage candidates from multicultural, indigenous & Torres strait islander, LGBTI+ communities and those living with a disability to apply for this role.

Applying:

To Apply for this role, please send a CV and cover letter (which includes responses with your experience in relation to the key objectives) to info@pridecup.org.au.

For any questions regarding this role please contact james@pridecup.org.au or 0450082230.

