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Secretary: 0401 996 046

[www.sherbrookebasketball.au](http://www.sherbrookebasketball.au)



### **Job Description:**

Part-Time Marketing Coordinator  
Sherbrooke Suns

### **Position Overview:**

We are seeking a creative and driven Part-Time Marketing Coordinator to join our growing basketball club based in Melbourne. The ideal candidate will be responsible for overseeing various marketing activities, including brand marketing, digital marketing, web strategies, social media marketing governance and the strategic oversight of our sponsorship and club events. This is a dynamic role offering the opportunity to engage with our players, coaches, members and our local Hills and district community. Ultimately we are seeking an individual who is willing and able to elevate the club's presence both online and offline.

### **Key Responsibilities:**

#### **1. Brand Marketing:**

- Develop and execute the brand marketing strategy and key marketing initiatives to enhance the club's visibility and reputation within the local community and the broader Basketball Victoria programs.
- Ensure consistent brand messaging and design across all offline and digital platforms, including digital and print marketing materials.
- Assist with creating promotional companies and partnerships that align with the club's 2K26 Strategy and goals.
- Attendance (where appropriate) to BigV and VJBL home games to see the brand and fan experience in action.

#### **2. Digital & Web Marketing:**

- Manage the club's website, ensuring the content is up to date, user friendly and engaging
- Implement digital marketing strategies to drive traffic to the website and increase online engagement for our members and fans
- Collaborate with designers and content creators to enhance the website's functionality and visual appeal.



### **3. Social Media Governance:**

- Oversee the club's social media strategy, supporting the Social Media Marketing Coordinator in creating and curating engaging content across platforms (Facebook, Instagram, etc.).
- Signoff and govern the social media strategies to grow the club's audience, drive engagement, and increase follower count.
- Monitor trends and analytics to optimize content and adjust strategies as necessary.

### **4. Sponsorship & Events:**

- Work with the Board of Management in the overall in securing new sponsorships and maintaining positive relationships with sponsors and partners.
- Developing KPIs and performance tracking of key sponsors (including revenue, engagement and mutual commercial value).
- Attendance (where appropriate) to BigV and VJBL home games to see the brand and fan experience in action.
- Support our Events Coordinators in the marketing efforts for club events, including home games, fundraisers and community outreach activities.
- Develop and implement promotional campaigns to maximise event participation.

### **Skills & Qualifications:**

- Proven experience in marketing, with a focus on brand, digital, and social media strategies.
- Experience working within both a large and a small organisation
- Excellent communication and organisational skills.
- Ability to work both independently and as part of a team.
- Familiarity with the sports industry, particularly basketball, is a plus.
- Proficiency in using digital marketing + social media marketing platforms, website management tools, and basic design software.

### **Hours:**

This is a part-time position requiring approximately 4-6 hours per week.  
Flexibility with hours, particularly around game days and events, is essential.  
There is opportunity for extra earnings potential for the right candidate.

### **How to Apply:**

Please send your resume and cover letter to the Club President [president@sherbrookebasketball.au](mailto:president@sherbrookebasketball.au) and Secretary [secretary@sherbrookebasketball.au](mailto:secretary@sherbrookebasketball.au) by 11th October 2024.