



# Marketing Communications Coordinator

## Full-Time Permanent Position

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*Panthers Group has an exciting opportunity for a motivated and experienced marketing communications professional to join their vibrant, fast-paced Marketing Department.*

Panthers have an exciting opportunity for a motivated marketing communications professional with exceptional writing and organisational skills to join our Marketing Department. Based at our Penrith Club, your attention to detail will be superior and your written and verbal communication skills will be your greatest assets. Your creative, positive, can-do approach will be infectious and you will think outside of the square to deliver a fun and entertaining brand personality to the 120,000 membership base and wider communities. This role will entail channelling a variety of marketing platforms including digital, social media and traditional methods to promote our great Club.

### **Primary responsibilities include, however are not limited to:**

- Develop and coordinate marketing communications for Panthers licensed venues;
- Develop and coordinate marketing campaigns across traditional, digital and social media channels;
- Develop and coordinate marketing communications buying and scheduling across all channels;
- Develop and coordinate writing, scheduling, execution and reporting of all customer relationship management (CRM) tactics for the Club;
- Create and maintain an integrated communication voice through copywriting across advertisements, publication editorial, websites, social media and digital mediums;
- Support the marketing team by overseeing the delivery of all advertising and internal marketing messaging to ensure high-quality deliverables with accuracy;
- Evaluate the effectiveness of communication initiatives and provide recommendations for improvement and;
- Coordinate all media for venues including writing release and stimulating editorial.

### **Key Selection Criteria:**

- A minimum of 2 years' experience in Marketing Communications;
- Experience in digital and social marketing to include strategic and creative development, , community engagement and content production;
- Previous experience and thorough understanding of social media platforms (e.g. Twitter, LinkedIn, Instagram, Facebook);
- Diploma or Bachelor's Degree in Marketing and/or Communications;
- Exceptional communication skills, both written and oral;
- Ability to multi-task, achieve deadlines and create and adhere to schedules and;
- Outstanding organisational skills, attention to detail and a positive can-do attitude.

If you have the necessary skills, passion and experience, please apply today!

The Panthers Group is an Equal Opportunity Employer and encourages Indigenous Australians to apply.

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### **Want to Apply?**

Please send your cover letter & resume to: -  
[employment@panthers.com.au](mailto:employment@panthers.com.au)