



# Marketing Manager

## Full-Time Permanent Position

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Bathurst Panthers require a creative, vibrant and highly experienced Marketing professional to lead our motivated marketing team.

As our Marketing Manager, you will have a demonstrated strategic focus and the distinct ability to influence customer demand. Reporting to the Bathurst General Manager, the successful candidate will drive Bathurst Panthers membership and loyalty program, marketing and promotional activities, Club entertainment, advertising, media and branding to promote and deliver.

**Main Duties and Responsibilities include:**

- Formulating, executing and evaluating marketing strategic plans in line with business objectives;
- Developing a compelling value proposition that reinforces our positioning, builds customer loyalty and enhances the image of our brand within the community and beyond;
- Assist in the development of membership initiatives and loyalty programs to increase club membership figures;
- Developing and managing marketing, entertainment and promotions for the Bathurst club;
- Business and financial reporting including management of departmental budgets;
- Identifying our market through developing an effective marketing mix and analysing data;
- Developing and maintaining reciprocal relationships with stakeholders such as suppliers, sponsors, entertainers and community groups;
- Management of Bathurst website and social media;
- Manage Clubs grant program to establish our brand as a strong supporter of our community;
- Overseeing all marketing and entertainment standards, accepting accountability and responsibility for all promotions and campaigns;
- Exploring and marketing new business and growth objectives and;
- General club operational support including Duty Manager and gaming shifts as required.

**To be successful in this role, will also have:**

- At least 12 months experience in a similar marketing role within the hospitality industry;
- The demonstrated ability to achieve KPIs and exceed targets;
- Tertiary qualifications in marketing or related fields;
- Fantastic verbal and written communications skills;
- A strategic mindset combined with the ability to make key strategic decisions and develop a marketing strategy designed to maximise revenue and increase membership;
- RSA and RCG certificates.

If you believe you have the necessary skills, qualifications and most of all determination to succeed in this role, please apply today!

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**Want to Apply?**

Complete an [Internal Job Application Form](#) and attached a copy of your updated resume to: -

Sarah Morris – Human Resources

Panthers Group, Locked Bag 8322, Penrith, NSW, 2751

Or via email: [employment@panthers.com.au](mailto:employment@panthers.com.au)

Applications close: 5pm Friday 26 December 2014