



Promotions & Marketing Assistant Part-Time Permanent Position

Bathurst Panthers are seeking an enthusiastic, dedicated and customer focused individual to join their friendly team.

Bathurst Panthers are currently looking for a passionate and customer service professional who is interested in working as a Promotions and Marketing Assistant. This role aims to ensure the Panthers brand is driven and supported by consistent promotional activities, marketing and other related materials. Thriving on providing exceptional customer service, you will be responsible for keeping our members and guests informed of the exciting promotions and entertainment we have coming up at Panthers.

Main Duties and Responsibilities will include, however are not limited to:

- Develop and coordinate marketing campaigns across traditional, digital and social media channels;
- Create and maintain an integrated communication voice through copywriting across advertisements, publication editorial, websites, social media and digital mediums;
- Evaluate the effectiveness of communication initiatives and provide recommendations for improvement
- Create, support and conduct all raffles, promotions, entertainment and marketing campaigns in accordance of regulations and legislation including managing of Trade Promotion Lottery permits;
- Ensure raffles, promotions and entertainment comply with Group and venue policies and procedures;
- Attend regular team meetings to ensure up to date with all promotions;
- Liaise with suppliers and advertising agents as directed.

To be successful in this role, you will have:

- A strong background of 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);
- 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.

You will excel in a multi-skilled team environment, and enjoy providing magnificent customer service to our members and guests. You are required to be flexible and reliable as you will need to be available 24/7 to work as required including nights, weekends and public holidays.

If this sounds like the position for you, please apply today!

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

Want to Apply?

Please send your Cover Letter and updated resume to:

employment@panthers.com.au