PANTHERSGROUP

Group Marketing Promotions Co-ordinator

Full-Time Permanent Position

Panthers Group have an exciting opportunity for a motivated marketing professional with gaming promotions experience to join the Panthers Group Marketing Team. Your attention to detail will be superior and your communication skills will be your greatest asset. Your creative, positive, can-do approach will be infectious and will help you think outside of the square to deliver a fun and exciting promotions to our 150,000 membership base and wider communities.

Primary Responsibilities include:

- Develop, co-ordinate and execute major gaming promotions as well as special events gaming promotions across 6 licensed venues;
- Develop and co-ordinate execution of weekly promotions at Panthers Penrith in conjunction with Penrith Marketing Co-ordinators;
- Develop and co-ordinate promotions that pull visitation into Panthers owned Panthers Penrith outlets including restaurants and bars e.g. Swipe and Win promotions, while working in conjunction with Penrith Marketing Co-ordinators;
- Ensure all campaigns exert the fun world of entertainment brand personality that is Panthers Group;
- Write Terms and conditions as well as applying for OLGR Permits across the Group;
- Manage Group OLGR permits and applications;
- Work with business analysists to measure campaign effectiveness and continuously look at improvements to ensure constant growth across the Group;
- Develop regular competitor analysis for each of the 6 venues;
- Co-ordinate all internal marketing communications to ensure staff are educated on promotion mechanics across the Group and;
- Create design briefs for graphic designers to create collateral that clearly educates the target audience on key messages.

Key Selection Criteria:

- Friendly, positive, can-do nature with a customer-centric approach;
- Exceptional communication skills, both written and oral;
- Outstanding organisation skills and attention to detail;
- Ability to multi-task, achieve deadlines and create and adhere to schedules;
- A minimum of 4 years previous gaming marketing experience and;
- Bachelor's Degree in Marketing or Business or equivalent experience.

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

Want to Apply?
Please send your cover letter & resume to: -
employment@panthers.com.au