



Marketing Manager

Full-Time Permanent Position

Creative, exceptionally organised, customer-centric marketing professional needed.

As the Panthers Port Macquarie Marketing Manager, you will report to the Port Macquarie General Manager. You will be responsible for positively growing the venue's visitation and brand value through managing marketing and communications, promotions and entertainment, as well as the membership and loyalty program for the venue.

Primary duties and responsibilities include, but not limited to:

- Ensuring consistent market share and visitation growth for all Panthers Port Macquarie products which include, but are not limited to gaming, restaurants, bars, live music, live shows, meetings, functions and events, regular activities;
- Managing budgets for marketing, entertainment, loyalty and promotions;
- Managing the venues above the line and below the line marketing communication mediums, this includes media buying, creating design briefs, campaign plans and effectiveness reports for: Venue's website content, SEO, SEM, as well as growing google analytics. Social media platforms, electronic newsletters and SMS messages. As well as newspaper, magazine, radio and misc advertising. As well as being the Editor of the bi-monthly Panther Magazine, newspaper.
- Ensuring consistent growth in Panthers Loyalty Program including; acquisition, retention and a reduction in churn;
- Creating, managing execution and reporting on yearly Promotions Calendar including all venue's products with particular focus on gaming;
- Creating, managing execution and reporting on yearly Entertainment Calendar; including live shows and live music;
- Creating, managing execution and reporting on the yearly PR calendar including writing and managing all media releases as well as media inquiries;
- Producing quarterly competitor analysis report;
- Produce monthly Marketing Department report for the General Manager and Panthers Group Head of Marketing and;
- Adhere with Panthers Group Style Guide and relevant guidelines;
- Work with Panthers Group Marketing team to execute market research to membership.

Key selection criteria:

- At least 3 years' experience in a similar marketing management role;
- Bachelor's Degree in marketing, communications or business;
- The ability to prioritise tasks and achieve tight deadlines in a fast-paced environment;
- Highly creative with the ability to think laterally to achieve competitive advantages;
- Outstanding organisational skills and attention to detail;
- Exceptional written and verbal communication skills;
- Highly motivated individual with a positive, can-do attitude and;
- Customer-centric with the ability to work with a diverse range of individuals.

Does this sound like you?

Please send your Internal Application, Cover Letter and up to date Resume to:

employment@panthers.com.au

Applications close Wednesday 23rd May 2018