



Rugby League

Marketing Communications Coordinator

Full-Time Permanent Position

Penrith Rugby League has an exciting opportunity for a motivated marketing communications professional to join their busy Rugby League Marketing Department.

We are seeking an experienced marketing professional with dedication and exceptional organisation for this newly created role. Your attention to detail will be superior and your communication skills both written and verbal 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 engaging campaigns and content to Penrith Panthers members and fans.

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

- Coordinate delivery of all member and fan marketing communications;
- Coordinate delivery of above and below the line communications and marketing campaigns across traditional, digital and social media channels;
- Coordinate Game Day, Membership and Merchandise advertising campaigns;
- Maintain Game Day, Membership and Merchandise promotional calendars;
- Provide campaign reports for sponsored assets and communications;
- Support the Marketing and Media team as required;
- Liaise with the Community Team and assess promotional opportunities and;
- Evaluate the effectiveness of initiatives, communication and marketing campaigns and provide recommendations for improvement.

Key selection criteria:

- Bachelor's degree in marketing, communications, journalism or business;
- Outstanding time management and a positive attitude;
- High attention to detail, with an emphasis on spelling, grammar, style and composition;
- Ability to multi-task, achieve deadlines and create and adhere to schedules and;
- A practical understanding of the effective use of social media platforms.

The successful applicant will be required to work weekends to support the Marketing and Media Team as required.

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.

Want to Apply?

Please send your Cover Letter and Resume to -
employment@panthers.com.au