



## Sydney FC – Marketing Coordinator

### **ROLE: Marketing Coordinator (Fan Engagement)**

We are looking for a Marketing Coordinator to help promote our wide range of products in the community space.

This newly created role will be tasked with delivering successful campaigns targeting an increase in participation in our Fan Engagement programs

Sydney FC is one of the leading providers in the community space with our Holiday Clinics and Skills Training Programs breaking records for signs up.

We are looking to continue our growth in these areas whilst launching exciting new complementary products.

The successful candidate will work with our Fan Engagement team to create marketing copy and assets for use by Sydney FC and our partners.

The role will also update our key landing pages on the Sydney FC website and build email marketing campaigns.

Reporting into the Head of Marketing, the position will also support our wider marketing team as required.

The role would suit a candidate with experience of working within a marketing department and is looking to find a role in sport.

### **More about Sydney FC**

Sydney FC are Australia's most successful football club having won 34 trophies in our 20-year history. The club has the biggest football supporter base in the country and led the league for average attendances in both Men's and Women's games in Season 23/24.

Our Fan Engagement program participation numbers are among the highest across all sports club in Australia with strong growth forecasted.

The club is based at our purpose-built Sky Park headquarters at Macquarie University with matches played at both Allianz Stadium and Leichhardt Oval last season.

### **Responsibilities:**

- Build and execute marketing plans for Fan Engagement programs

- Build, edit and optimise Fan Engagement pages on Sydney FC webpages
- Work with graphic designer and content team to build assets for Sydney FC and partners
- Write effective marketing copy
- Build marketing emails in Braze
- Work closely with Fan Engagement team to understand programs and marketing need
- Liaise with external partners
- Mentor Business and Diploma students
- Support Digital Marketing specialist
- Build basic run sheet and scripting for Sports Presentation at Women's home games
- Support creation of Fan Engagement promotion content

**The ideal person will have:**

- A minimum of 2 years experience in a marketing department
- Good writing skills
- Strong eye for details
- Basic content creation skills
- Strong time management skills and ability to manage multiple concurrent campaigns
- Knowledge of football
- Knowledge of community sport

**TO APPLY**

To be considered for this role please submit a one-page cover letter that addresses:

- Why you are the ideal person for the role.
- Why you want to join our team.

Also, please provide six sentences of email copy you would suggest we use to sell our Holiday Clinic programs to parents of children aged between 6 and 12.

Send the cover letter, the sample copy and your CV to [Marketing@sydneyfc.com](mailto:Marketing@sydneyfc.com)

Applications should be a maximum of four pages, including cover letter, and less than 5MB in size.

**Applications close Monday 22 July 2022.**