



# Job Description

## POSITION TITLE:

Marketing Manager

## POSITION GOAL:

To promote triathlon and multisport events, projects and key initiatives across assigned states to inspire more Australians to find their starting line.

## POSITION OUTCOME:

Development and implementation of effective marketing plans and promotional tactics that increase awareness, engagement and reach for AusTriathlon. The role will contribute to the growth of participation and membership, with specific responsibility for the promotion of select events throughout the year, inclusive of Championship and owned events.

## REPORTS TO:

Head of Marketing & Communications

**AUS  
TRIATHLON**

## PURPOSE

Enable more people to enjoy more triathlon and multisport experiences, in more places

## VISION

Creating a happier, healthier and more connected nation through triathlon and multisport experiences.

## MISSION 2028

Athletes Achieving, Coaches Excelling, Systems Firing, Culture Thriving: "Game on"

## MISSION 2032

200,000+ Australians on start lines annually by 2032.

## POSITION OVERVIEW –

### About the team

Marketing and Communications (Marcoms) is 'the mouth' of the organisation, responsible for promoting all key events, initiatives and projects to ensure our members stay informed and inspired, while also encouraging new people to try our sport. We tell the story of a wide range of cohorts, from kids to first timers, age groupers to Olympians, coaches to clubs, technical officials and more.

### About the role

The Marketing Manager works collaboratively with state leads as well as internal and external stakeholders to promote the growth and benefits of triathlon within assigned states. The role is responsible for developing and delivering marketing plans and campaigns that are aligned with AusTriathlon's strategic plan, helping to connect more Australians with triathlon and multisport opportunities.

## ABOUT THE ORGANISATION –

AusTriathlon (AusTri) is a not-for-profit organisation and the governing body for the sport of triathlon in Australia. AusTri is responsible for ensuring the success and sustainable future of triathlon and multisport, making the sport easier to access, more relevant and more rewarding for a diverse triathlon community. AusTriathlon operates recognised national working behaviours ensuring close ties across the state and territory triathlon network (STTAs).

## ROLE AND RESPONSIBILITIES

The following responsibilities are indicative requirements of the role and are not intended to represent an exhaustive list of all requirements:

- Develop and implement event/project marketing plans in collaboration with state leads and internal stakeholders.
- Deliver effective promotional campaigns for assigned events, initiatives and projects, ensuring alignment with the national strategic plan.
- Manage and create engaging content for respective AusTriathlon channels (social media, website, EDMs) as required.
- Collaborate with the rest of the Marcoms team and relevant stakeholders to ensure consistent messaging and brand voice.
- Work with event organisers, clubs and partners to maximise promotional reach and participation outcomes.
- Monitor, report and evaluate campaign effectiveness against agreed KPIs, providing recommendations for improvement.
- Contribute to the growth of AusTriathlon's membership base and brand awareness.
- Support equity, diversity and inclusion in all marketing activities, ensuring campaigns represent the breadth of the triathlon community.

## KPIs

The following measures of success are designed to ensure that Marcoms Team is operating efficiently and effectively, and that the department head is (together with members of the Marcoms team) delivering on key priorities in support of triathlon's strategic plan.

Specific measures of success will include:

- Growth in event participation and unique start lines within assigned states.
- Delivery of marketing plans and campaigns within budget and on time.
- Increased engagement and reach across AusTriathlon's owned digital channels.
- Positive feedback and high satisfaction from state leads and event stakeholders.
- Contribution to membership growth and retention.

## QUALIFICATIONS AND EXPERIENCE

### THE FOLLOWING QUALIFICATIONS ARE ESSENTIAL AND/OR DESIRABLE:

- **Essential:**
  - Tertiary qualifications in marketing, communications, business or a related field.
  - Demonstrated experience in marketing and campaign delivery (ideally within sport or events).
  - Strong digital marketing skills, including social media and content creation.
  - Excellent written and verbal communication skills.
  - Strong organisational skills with ability to manage multiple projects.
  - Working with Children Clearance & Police Check.
  - Understanding of AusTriathlon's Safeguarding and Children and Young People policies.
- **Desirable:**
  - Experience in a membership-based organisation or sporting body.
  - Knowledge of triathlon or multisport participation pathways.
- Consistent adherence to all obligations and legislative requirements regarding Child Safety, Working with Children and Sport Integrity. AusTriathlon is committed to protecting

## OTHER REQUIREMENTS

Children from harm. We require all applicants that will work with Children to undergo an extensive screening process prior to appointment.

- Must be able to demonstrate an understanding of appropriate behaviours when engaging with Children/Young People.
- You must be an Australian/New Zealand citizen or hold permanent residency, or right to work in Australia.
- Flexibility to work outside normal business hours, including weekends and evenings, to attend events and meet organisational needs.

## PERSONAL ATTRIBUTES

- Passion for triathlon and ambition to drive participation across community, upholding our organisational values to achieve success and sustainable future of triathlon and multisport, making the sport easier to access, more relevant and more rewarding for a diverse triathlon community.
- Highly motivated and results-oriented
- Ability to build strong relationships and work as part of a team
- Strong work ethic and commitment to achieving excellence
- Creative mindset with a willingness to innovate
- Strong professional and ethical standards

## KEY BEHAVIOURS

- [Our Strategy – AusTriathlon](#) sets out a behavioural framework that “shapes the culture of the triathlon and multisport industry in Australia.” The following behaviours define our character and guide how we behave as we collectively do what is right for the sport and are a fundamental expectation of every employee.
- **Unity:** all elements of the Australian triathlon community plans, delivers, monitors and reviews our core business together, in an honest, respectful and transparent manner, generating a positive culture for the benefit of the sport.
- **Accountability:** Everything we do helps us achieve our purpose. We do what we say we will do, when we say we will do it.
- **Courage:** We are always open to new ideas and different ways of thinking; we are prepared to be challenged, to be flexible and to make big decisions to achieve our purpose. We deal with non-perfect situations with resilience and honesty; and we have an opportunity mindset.
- **Enjoyment:** We are all involved in triathlon and multisport because we love it! Our involvement should be fun and we need to remember this.
- **Inclusivity:** We welcome and embrace all elements of the diverse Australian community into our sport. We are a multisport community, from all walks of life, inclusive of all backgrounds, ages, genders, cultures and ability levels and we are representative of contemporary Australian society.

## KEY RELATIONSHIPS

### Internal

- Head of Marketing and Communications
- Partnerships Manager
- State Leads – Sports Services
- Heads of membership, programs, clubs, coach education, high performance and their teams

### External

- Race Directors including federation bodies (e.g. World Triathlon)
- Third Part Agencies (e.g. Media/PR/Event Management)
- Funding agencies (Federal, State & Local government)
- Other key stakeholders

## YOUR CAPABILITIES

<b>PLANNING, ORGANISING AND DELIVERING OUTCOMES:</b> <ul style="list-style-type: none"><li>• Sets clearly defined operational objectives and consistently achieves goals and KPIs</li><li>• Plans activities and projects well in advance, working in a systematic, methodical and orderly way</li><li>• Monitors performance against (and meets) deadlines and milestones, always punctual for meetings</li><li>• Focuses on stakeholder needs and satisfaction</li><li>• Monitors and maintains high quality standards &amp; productivity</li><li>• Follows policies, procedures and instructions from others without unnecessarily challenging authority, complies with legal and safety requirements</li></ul>	<b>RESILIENCE AND RESPONDING TO CHANGE:</b> <ul style="list-style-type: none"><li>• Stays focused &amp; productive in high pressure situations, keeping emotions in check</li><li>• Balances the demands of work &amp; personal life and maintains a positive outlook at work</li><li>• Responds to feedback well &amp; demonstrates learnings from it</li><li>• Adapts to changing circumstances and aligns to new ideas &amp; change initiatives</li><li>• Deals with ambiguity, making positive use of the opportunities it presents</li><li>• Comes up with positive change initiatives outlining the impacts of that change along with suggested mitigations</li></ul>	<b>WORKING WITH PEOPLE, RELATING AND INFLUENCING:</b> <ul style="list-style-type: none"><li>• Demonstrates an understanding of others, offering assistance where needed</li><li>• Encourages team members to work together as a team, adapting interpersonal style to suit different people or situations</li><li>• Listens, consults others, passes information on, and recognises the positive contribution of others</li><li>• Reflects on own strengths &amp; weaknesses &amp; how these may impact on their work</li><li>• Relates well to people at all levels and establishes good relationships with stakeholders and the wider team</li><li>• Recognises and effectively manages conflict between/with others</li></ul>
<b>INFLUENCING:</b> <ul style="list-style-type: none"><li>• Makes a positive personal impression on others</li><li>• Projects and maintains credibility for self and AusTri</li><li>• Gains clear agreement and commitment from others but is prepared to change a stance when presented with additional information</li><li>• Promotes ideas on behalf of self as well as others</li><li>• Expresses opinions, information and key points of an argument clearly and effectively</li></ul>	<b>LEARNING AND INNOVATING:</b> <ul style="list-style-type: none"><li>• Demonstrates a rapid understanding of newly presented information</li><li>• Produces new ideas, approaches or insights</li><li>• Creates innovative ideas, processes or contributions within the team</li><li>• Produces a range of solutions to problems that are facing</li><li>• Seeks opportunities for organisational improvement</li><li>• Maintains currency with trends and new information in field of expertise</li></ul>	<b>APPLYING EXPERTISE:</b> <ul style="list-style-type: none"><li>• Holds a Growth Mindset keeping knowledge and skills up to date</li><li>• Shares skills &amp; knowledge with others</li><li>• Analyses data, breaking information into parts and understanding connections</li><li>• Questions to gain greater understanding</li><li>• Makes straight-forward judgments and workable solutions from the available information</li><li>• Takes initiative, acts with confidence and works under own direction with minimal supervision</li></ul>

NAME:

SIGNATURE:

DATE: