

Marketing Officer

0.6 FTE

More than a sport, golf is about opportunities, values, and community. As the State body for amateur golf in Western Australia, GolfWA exists to provide opportunities for people of all walks of life to play, learn and love the game of golf. Our close-knit team is on the lookout for someone who is content obsessed and loves to tell stories, on a permanent, part-time basis.

The right candidate will be able to work autonomously, creating engaging content for multiple channels that align with our brand vision to grow the game of golf. You'll need to demonstrate a high level of motivation, producing and delivering on new ideas.

The key to being successful in this position is creativity and confidence.

Duties & Responsibilities:

- Reporting to and working closely with, the Business Development and Marketing Manager executing the brand's marketing strategy
- Creating content for platforms including email marketing, social media and in traditional media including media releases
- Assisting in the execution of marketing and communications for golfing events pre, during and post
- Work with other relevant GolfWA staff to actively contribute to and enhance the organisation's brand and consumer perceptions
- Establishing and maintaining effective working relationships with internal and external stakeholders, including media outlets and external agencies
- Creation of newsletters and other promotional email marketing
- Creation of content and updating and managing website using Wordpress

Experience, Attributes and Skills required:

The successful candidate will confidently demonstrate:

- Experience in social media coordination
- Excellent copywriting skills (short and long form)
- Ability to create engaging and interesting visual content (image and video)
- Ability to communicate effectively with internal and external stakeholders
- Tertiary qualifications in Marketing, Public Relations, Communications, or any relevant field
- Experience using Wordpress or a similar CMS platform
- Experience using Mailchimp or similar for email marketing purposes
- Minimum 2 years' experience in marketing, communications, or other relevant roles
- Basic SEO and Google Analytics experience (desirable)
- Proficiency in Adobe Indesign, Photoshop and/or Canva (desirable)
- Interest in sport, particularly golf (desirable)
- Some intrastate travel required

What we can offer you:

- Industry standard remuneration package
- Supportive working environment, and the opportunity to introduce and develop your own ideas
- Fun, friendly team
- Entry level role within the sports industry