



Position Description:

Marketing & Media Executive

Reporting Directly to the General Manager of Marketing and Media, the Darwin Turf Club is seeking a career focused, highly skilled individual to join our Team. You will be working in a small but dynamic Marketing, Media, Events & Sponsorship teams.

The role incorporates a wide range of skills, which include the following:

- Assist the General Manager of Marketing & Media in planning, developing and implementing effective marketing communication campaigns
- Ensure the Darwin Turf Club's brand management and corporate identity is maintained both internally and externally
- Planning and delivery of Feature Events and Race Days as required
- Planning and delivery of Fashions on the Field throughout carnival in consultation with the Stylist, Ambassador and retailers
- Drafting and preparing copy for all marketing collateral, including print media, digital media, letters, emails and digital platforms
- Drafting of Speeches, Presentations and run sheets throughout the year as required
- Provide social media updates, strategy and scheduling in draft form to the GM of Marketing and Media
- Responsible for reconciliation of all marketing and advertising invoicing, purchase orders, payments, credit and refunds
- Coordination of graphic design for the various Darwin Turf Club departments including the sales, functions and food and beverage departments
- Ensure on track marketing material is up to date and in good condition
- Coordinating the Darwin Turf Club Cup Carnival magazine and distribution of the publication
- Assist with coordinating commercial shoots and media platforms
- Responsible for collating and preparing marketing material for race days including race books and race replays
- Scheduling of all marketing campaigns – TV, Radio, Digital and Print
- Preparation of EDMs
- Coordination of media and organisation of media calls and talent
- Ensure relevant Ministerial and Government contacts are updated with media activities and Darwin Turf Club events
- Ensure Darwin Turf Club website is up to date and continually refreshed
- Organising and coordinating on track photographers and photography content
- Monitoring ongoing campaign spend against budget, keeping accurate records and highlighting where variances occur
- Performs other related duties as assigned to support the Marketing and Media Department
- Provide support to the General Manger of Marketing and Media in reporting of all marketing activity for monthly Board reports

- Assist the General Manager of Marketing & Media in the planning and implementation of race days and surrounding events such as entertainment and theming
- General marketing administration

Essential Criteria:

- A degree in Marketing, Communications, or a similar discipline
- 3 – 5 years' experience in a similar position
- Have a high standard of presentation
- Management of budgets and reporting experience
- Strong attention to detail, especially with administration
- Strong Communication Skills – verbal and written at all business levels
- Strong skills across Data analytics
- Strong knowledge of advertising industry – production, CAD, scheduling, print media
- Experience with all facets of Social Media – Facebook, Twitter, Instagram
- Experience with Photoshop, Canva or other design software
- Strong Sales or Account Management Experience
- Be highly organised and able to work to deadlines
- Experience with Events management
- Have a creative flair
- You must hold an Australian drivers licence and be an Australian Citizen or Permanent Resident

Desirable Criteria:

- A sound knowledge of the racing Industry
- Experience with Delphi / Sales Force or Marketing and events based CRM systems
- Experience with video editing software
- Speech and Content Writing experience
- Previous experience working with Government Protocol and VIP clients

On Offer:

- Immediate Start Date
- Remuneration will be commensurate with your skills, knowledge and experience within a similar role
- 4 weeks annual leave + 1 additional week time in lieu for extra hours worked over Darwin Cup Carnival
- Days in lieu for weekend work and public holidays

If this sounds like the role for you, please apply online today marked attention to: **Jade Meredith – Human Resources Manager.** jobs@darwinturfclub.org.au Please include a current resume and a cover letter outlining your qualifications and experience.

Please note:

- **Only shortlisted candidates will be contacted for interview.**
- **Due to Darwin Cup Carnival, no annual leave is able to be approved between mid May - mid August each year.**
- **No applicants from overseas or those seeking sponsorship will be considered for this role.**