



# Position Description

## Marketing and Communications Manager

**Status:** Permanent full-time

**Agreement/Award:** Salary

### Goals

Primary Objective	<p>The Marketing and Communications Manager (MCM) role is to provide the APF with strategic direction and to develop and implement projects/programs in relation to growing/branding the skydiving industry, increasing first jump numbers to support the member organisations' financial objectives, retaining sporting licensed jumpers and developing competition to a higher standard – both for competitors in competition and for the purpose of establishing the National Championships as the pinnacle for Australian Skydivers.</p> <p>The MCM will work with the Sport and Competitions Committee, the National Coach and National Judge and Competitions Officers and will oversee the Sport Development Funding Committee (SDFC) and Awards Committee (AC).</p>
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### Specific Responsibilities:

#### Sport Development

- Advise the ED, CEO and the APF Board on sport development strategies and options in relation to:
  - Sponsorship opportunities
  - Federation image
  - Branding
  - Marketing
  - Media/Public Relations
  - Business Development
- Provide expert advice and facilitate the development and implementation of a National Sport Development Plan, through:
  - Coordinating, leading, and facilitating an Expert Sport Development Team to develop short, medium and long-term goals and strategies for the Federation
  - Implementing those goals and strategies as approved by the APF Board
- Manage the development of key publications to promote the sport in Australia
- Manage the APF website branding and content
- Where appropriate act as a spokesperson for the APF in public forums
- Organize and coordinate the Annual Conference
- Aid with Sport Development Fund applications
- Liaise with SDF committee and approve applications
- Maintain comprehensive records
- Provide support to WPC Teams
- Oversee Awards Validation Unit processes
- Be informed of competition & events on a national and international scale & promulgate information to the APF membership
- Advise of & compile information & results from National & International competitions

**This is a key position which will contribute to the strategy of the Australian Parachute Federation through:**

1. Increase participation
2. Public perception / engagement - Maintain a high profile as an activity with a strong safety culture
3. Spectator engagement (technology) - Maintain an evolving engagement with the public through all mediums of communication
4. Media strategy / PR - Fund media activity well and ensure it is effective
5. Partnering - Partner where possible on a cost benefit basis
6. Sponsorship - Seek sponsorship on a continuing basis
7. Marketing to database
8. Targeting strategies that focus on licensed jumpers
9. To conduct competitions to help participants to achieve their goals and assist our elite to perform at world class standards
10. To train, educate and promote safety

**Supervision and Management**

Supervisor:	Chief Executive Officer/Executive Director
Member of:	APF Office Management Team
Support Staff:	Sport Development Funding Committee, Awards Committee, Sport and Competition Committee, NJO, NCO

**Expertise & Other Requirements**

	<b>Required</b>	<b>Highly regarded</b>
<b>Knowledge</b>	Marketing & Communications	PR or social media
<b>Qualifications</b>	Marketing Diploma	Marketing Degree
<b>Skills</b>	Time/people Management	Skydiving competitor
<b>Experience</b>	5 years + in similar role	Non for profit