

## Maccabi NSW

TITLE	Marketing and Events Manager
CAPACITY	Full time (PT will be considered pending experience)
LOCATION	Bondi Junction + flexible working arrangement
REPORTING TO	General Manager NSW
PRIMARY RESPONSIBILITIES (Summary)	<ol style="list-style-type: none"> <li>1. Develop and implement marketing, PR and communication strategies to increase reach and impact.</li> <li>2. Oversee, execute, and facilitate Maccabi events, including Maccabi LIFE.</li> </ol>

### About Maccabi NSW

Our Aim is to connect our community through sport and wellness, encouraging more people to participate in healthy physical activity and to adopt a positive lifestyle, to strengthen Jewish identity and continuity and make friends for life.

Maccabi NSW is part of the worldwide Maccabi family represented in over 80 countries with over 450,000 members. Our members participate in national and international sporting events, including Junior Carnival and the Maccabiah Games.

Maccabi NSW key priorities:

1. Supporting constituent organised sport clubs.
2. Facilitating events, including, national and international sporting events, school camps, youth leadership programs, and a vibrant All Abilities program.
3. Growing and developing Maccabi Life, that focuses on promoting health and well-being within the community through physical movement, health education and community connection. Activities include, social interaction, non-competitive exercise and movement, health and wellness education through talks and seminars and more.
4. Supporting and promoting the awareness and community involvement in the Hakoah club - Jewish Community Centre development project.

Maccabi NSW is a constituent member of the Jewish Communal Appeal (JCA) and is supports JCA's fundraising activities within the community.

### **About the role**

The successful candidate will oversee all marketing, communications, public relations, and events, including its vibrant Maccabi Life chapter.

This role would be suitable for someone with experience in marketing and events, both from a strategic point of view as well as willingness to get involved in the operational side of delivery and tactical outputs.

### **Key areas of responsibility**

#### **MARKETING**

- Create an overarching marketing plan, accounting for needs across state, clubs and events
- Define and execute an organisational communications plan, considering audiences, key messages, relevant mediums, calendars
- Define and manage the social media strategy for Maccabi NSW
- Plan and implement targeted marketing campaigns for programs & events
- Manage (collect content, format & edit) the Maccabi NSW weekly EDM

- Assist Maccabi clubs to prepare marketing & promotional activity
- Assist in maintenance of member database, to maximise use for marketing purposes
- Oversee Marketing Budget
- Drive influencer and brand collaborations and partnerships
- Be informed on current market and social media trends
- Have up-to-date knowledge on social media applications and features (Instagram, Facebook, Tik Tok and Snap)
- Creating and posting social media content and managing various social accounts
- Updating and adding content to websites
- Writing website blogs and newsletters
- Reporting of social media and marketing insights and results

#### **EVENTS**

- Coordinating and overall pre-planning of all Maccabi events (excluding camps)
- Creating event ideas, designs and concepts
- Securing and booking venues / event location
- Leading staff and volunteers
- Attending events for onsite coordination
- Pick up and drop off event items
- Creating official documentation such as run sheets and supplier briefs for the onsite teams
- Overseeing event budgets

#### **Desired Skills and Qualifications**

##### Required

- Degree in Marketing, communications or related field
- 3+ years in a marketing role
- Experience in running and managing events / camps / competitions
- Self-motivated and can work independently
- Strong communication skills, verbal and written
- Effective stakeholder engagement: community organisations and volunteers
- Experience in content development

##### Desired

- Basic graphic design experience
- Competency with mailchimp, canva, zoom webinars, Adobe, Salesforce, MS Office (or Mac equivalent), html or similar
- Passion for sports, health and wellbeing
- Membership orientation

To find out more or to apply please submit a CV + cover letter to [gm.nsw@maccabi.com.au](mailto:gm.nsw@maccabi.com.au)

Applications close 9 September.