

Maccabi NSW

TITLE	Marketing and Events Specialist
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"> 1. Help develop and implement marketing plans to increase reach and impact. 2. Facilitate Maccabi events, including Maccabi LIFE.

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 marketing and events for Maccabi NSW.

This role would be suitable for someone with experience in marketing and events, who enjoys the tactical execution component as well.

Key areas of responsibility

- Create an overarching marketing plan, accounting for state, clubs and events
- Manage social media and newsletter for Maccabi NSW
- Plan and implement targeted marketing campaigns

- Assist Maccabi clubs to prepare marketing & promotional activity
- 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
- Coordinating, planning and attending Maccabi events (excluding camps)
- Leading volunteers
- 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

- Competency with mailchimp and canva
- Passion for sports, health and wellbeing

To find out more or to apply please submit a CV + cover letter to gm.nsw@maccabi.com.au

Applications close 9 October.