



POSITION DESCRIPTION

Position Title	Marketing and Communications Manager	Reports to:	Chief Executive Officer
Location	Flexible / Work from Home	Status	Full time
Salary	To be negotiated	Closing Date:	January 14, 2024

About Pony Club Australia

Pony Club is the largest equestrian body in Australia serving 40,000 members across 750 clubs throughout Australia. Pony Club Australia (PCA) is the national sporting organisation recognised and funded by the Australian Sports Commission, with its affiliated state and territory associations under a federated governance structure. PCA is also the current chair of the Pony Club International Alliance, which is a collaboration of eight member countries to coordinate international competitions and advance education on horse welfare and rider safety.

Purpose of the Role

Reporting directly to the CEO, the purpose of this full-time role within a small team (5 FTE) is to:

- Enhance the profile of Pony Club Australia in the media, with Government at all levels and with industry stakeholders
- Promote PCA in line with the three year strategic plan through multiple marketing including brand, media, digital, socials and content.

Responsibilities

Brand

- Work with the CEO and Pony Club Australia Board on the development and implementation of the PCA brand strategy
- Manage the PCA brand guidelines and copyright guidelines in conjunction with the sub-brands across the States and Territories
- Engage with specialist and mainstream media to increase media placements about PCA

Marketing and media

- Develop and implement a rolling three-year marketing and communications development plan aligned to the PCA strategy
- Work in conjunction with approved external agencies on PCA's content and social media strategy
- Increase sponsorship and commercial revenue through appropriate partnerships
- Manage and report on the annual marketing budget

Communication & reporting

- Prepare and deliver high quality stakeholder communications including the monthly PCA newsletter
- Develop marketing material in design software (Canva) in line with PCA brand guidelines and tone of voice
- Prepare key presentations and reports including Annual Reports, grant applications, and tender submissions

Participation & events

- Support/work with the Participation Manager in actively growing participation by riders, coaches, officials and volunteers in current PCA programs
- Support/work with the Membership Manager to implement initiatives to engage new and existing members at the beginner, intermediate and advanced level
- Promote the delivery of diverse horse sports at local Pony Clubs across Australia
- Support the marketing objectives through the coordination of PCA events

About You

Pony Club Australia is seeking someone with the following skills and experience:

- A Bachelor Degree in Marketing, Public Relations, Sports Management, Business or equivalent
- Demonstrated excellent communication skills with diverse stakeholders at all levels
- Career experience in the not-for-profit sector or sport and recreation industry at a national, state or club level
- An understanding of equestrian sport and PCA's position on horse welfare and equitation science
- Demonstrated experience with all forms of media including:
 - Campaign and content creation, execution, monitoring and reporting on all social media platforms, with a focus on Facebook, Instagram and LinkedIn communities. Meta Business Suite experience essential.
 - Strong understanding of customer relationship management (CRM) principles and practice.
 - Webinar creation experience with video editing
 - Experience in managing a website CMS (WordPress)
 - Media release preparation and distribution
 - Able to work flexible hours including weekend work
 - Adaptable to varying workloads and disciplined to meet deadlines.

Closing date and commencement

- Work location is flexible as PCA has a decentralised workforce
- Salary will be negotiated with the successful applicant
- Applications close January 14, 2024
- Shortlisted applicants to be interviewed in February 2024.

Please email your CV, outlining your relevant skills and experience, and a one page covering letter summarising:

1. Why you believe you are the perfect fit for the role.
2. Your salary expectations

to ceo@ponyclubaustralia.com.au

Pony Club Australia is committed to protecting children from harm. The successful candidate will be required to undergo a thorough screening process before appointment to the role.

More information:

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