

## **Position Description – Social Media Marketing and Partnerships Manager**

Working directly with the CEO and Heads of Basketball, the Social Media Marketing and Partnerships Coordinator will play an important role in supporting SBA's marketing and engagement strategy. The role will lead all marketing and communications activities for the SBA with the intent of increasing brand awareness in the community, engagement amongst stakeholders and game attendance for NBL1 and VYC competitions. The role includes managing partnerships and sponsorships that drive growth and engagement.

You'll be the key point of contact for our partners, ensuring they receive maximum value and exposure, while also overseeing our marketing, merchandise, and uniform programs.

**JOB TYPE:** Full time (includes weekend work)

**REPORTING TO:** CEO

### **MAIN DUTIES AND RESPONSIBILITIES**

- Manage communications for the SBA on various social media platforms including the SBA website, Twitter, Facebook, Instagram, YouTube and TikTok.
- Create engaging and interesting content for publication to promote, celebrate basketball for members and the local community
- Coordinate the production of the Sabres monthly newsletter and end of season yearbook
- Develop and maintain a corporate style guide for the SBA
- Develop project driven marketing material
- Maintain image library
- Respond to direct messages, mentions and comments where appropriate
- Manage and organise Sabres Representative uniforms & merchandise (juniors & seniors)
- Assist with event promotion and brand activations in collaboration with the club/ community and partnerships
- Manage and nurture relationships with partners and sponsors, delivering tailored activations and ensuring contractual obligations are met.
- Identify new partnership opportunities and support sponsorship acquisition.
- Deliver regular reporting on campaign performance and partnership outcomes.
- Work closely with internal teams to align marketing initiatives with business goals.
- Monitor market trends and competitor activity to inform strategy

### **What We Offer**

- A dynamic and supportive team environment.
- The opportunity to shape marketing strategy and partnerships with real impact.



- Professional development and career growth opportunities.
- Flexible working arrangements.
- The chance to work with exciting partners, sponsors, and community stakeholders.

### **SKILLS AND EXPERIENCE**

- Experience with digital marketing tools and platforms (Meta Business Manager, Mailchimp, Google Analytics, Canva/Adobe Suite).
- Knowledge of Wordpress preferred
- Demonstrable experience in planning, creating and writing social media content
- Photography and video skills
- Attention to detail and excellent written communication skills
- Application development project knowledge and experience is advantageous
- Experience coordinating uniforms, merchandise, or branded apparel programs.
- Strategic thinker with the ability to execute and manage multiple projects simultaneously.