



## Marketing Campaign Manager

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- **West Melbourne**
- **Permanent Position**
- **Drive GRV's Marketing Campaigns**

Greyhound Racing Victoria (GRV) is in the business of governing, operating and promoting greyhound racing of the highest integrity to wagering operators nationally and internationally and to Victorian clubs for the enjoyment of members, wagerers and on-course racegoers. GRV is committed to attracting, selecting and retaining the best calibre of people to achieve the highest level of performance and behavioural standards required for each position and are seeking a passionate and professional person to fill the role of Marketing Campaign Manager.

The primary purpose of this role is to co-ordinate and manages marketing and corporate campaigns involving our organisation and our clubs, ensuring the delivery of high quality, well-organised and strategically aligned events for GRV.

The Campaign Manager will develop and implement campaigns, in line with organisational priorities. The role will also provide strategic and professional advice on new corporate partnerships and manage contracted suppliers. The Campaign Manager will create successful end-to-end advertising schedules for large and small campaigns.

With proven experience in stakeholder management the Campaign Manager is required to maintain and lead effective working relationships between multiple business units to achieve these goals.

Working in a fast paced environment the Campaign Manager requires extensive campaign management experience, especially multi venue, festival style events with a strategic focus. The Campaign Manager will lead all aspects of campaign communications and provide guidance on best practice campaign methodologies.

The campaigns will be managed by the Campaign Manager and implemented by the Event Coordinator.

The Campaign Manager will be required to develop excellent relationships with key stakeholders across Victoria. Demonstrated experience in delivering programs, events or communications for government agencies and knowledge of State Government Communications policies and processes will be looked upon favourably.

To be considered for this position you will demonstrate:

- A proven background in planning and managing multi-channel campaigns and the ability to develop structured campaign plans for specific target markets.
- Experience in Event Management
- Planning and implementing advertising schedules
- Experience in promotional activities
- Demonstrate innovation in campaigns
- Strong leadership skills
- A minimum of 4 years experience in an advertising, marketing, communications and/or campaign manager level role
- Appropriate qualifications in Event Management, Public Relations, Communications or related discipline

To apply for this position please send your cover letter addressing the above selection criteria together with a copy of your resume to [careers@grv.org.au](mailto:careers@grv.org.au) by Close of Business on 4th of August 2016.

For further information please contact Joe Ruggiero on telephone number (03) 8329 1132 or for a copy of the position description, please visit our web site – [www.grv.or.au](http://www.grv.or.au)

*GRV is an EEO employer*

*All offers of Employment will be subject to a satisfactory police check*

*All employees must have the right to work in Australia*