



Position Title: Campaign Manager	Department: Strategic Communication
<input checked="" type="checkbox"/> New Position <input type="checkbox"/> Change to Existing Position	Date: 28.6.16
Reports to (position):	Marketing Manager
Positions that report to this position:	Marketing Coordinator (shared)
Name of present incumbent:	<i>Vacant</i>
PRIMARY PURPOSE OF ROLE	
<p>The primary purpose of this role is to develop and manage marketing campaigns for our organisation and our clubs, ensuring the delivery of high quality, well-organised marketing activities that align with GRV's recently revised strategic priorities.</p>	
SCOPE	
<p>Working in an environment undergoing significant change the Campaign Manager requires strong campaign management experience and adaptability.</p> <p>The Campaign Manager will lead the design, implementation (and importantly) the evaluation of ATL and BTL campaigns aimed at growing the organisation's fan base and wagering on our code.</p> <p>The Campaign Manager will be a customer focussed marketer with experience in managing creative, production, media asset and channel management, and non-advertising campaign activities (eg. how to leverage PR as a marketing function).</p> <p>The Campaign Manager will be required to develop excellent relationships with key stakeholders and partners across this diverse industry. These relationships are critical to the success of this role.</p> <p>Experience in racing or wagering is not essential.</p> <p>What is more important is for the Campaign Manager to be a strong thinker, creative, able to get things done, understand and able to apply key marketing principles in an often complex environment, and have great relationship building skills.</p>	

Key Results Area	Accountability/Activities	Key Performance Indicator
Area of Focus	What activities are you responsible for?	How will you know this has been achieved?
Campaign Management	<ul style="list-style-type: none"> • Creatively and strategically develop campaign ideas that: <ul style="list-style-type: none"> ○ Promote the greyhound racing attendance experience ○ Promote the greyhound racing wagering/fan experience • Deep evaluation and analysis of all campaigns that provide qualitative and quantitative measures of success and learnings • Leveraging existing marketing partnerships to achieve GRV goals • Participate in strategic planning within the Strategic Communication and Marketing Department • Act as primary contact for all campaigns within the organisation • Assist with GRV stakeholder management 	<ul style="list-style-type: none"> • Results from quant and qual metrics built into campaigns • Increase in attendance figures at targeted events • Increase in wagering at targeted events • Increase in fan engagement as measured across a range of metrics • Feedback from club managers and GRV management • Positive exposure of campaign events within the media or online
Media and Advertising	<ul style="list-style-type: none"> • Manage media exposure by creating advertising schedules for each campaign • Manage the relationship with our media partners • Managing the production process for TV and radio advertisements • Liaise with key staff, clubs and suppliers to produce effective advertising materials • Liaise with the Content area of the business to develop and manage digital advertising 	<ul style="list-style-type: none"> • Timely production and delivery of advertising materials • Effectiveness of television, print and online coverage • Digital analytics • Accurate and relevant information included in advertising collateral
Teamwork and relationships	<ul style="list-style-type: none"> • Provide guidance and support to less experienced team members – in particular, demonstrating leadership in working with content and other staff on realising marketing goals • Establish effective working relationships with staff, suppliers, clubs, industry representatives and key stakeholders • Work with Strategic Communication and Marketing management to develop capacities of communications staff at GRV and the clubs 	<ul style="list-style-type: none"> • Value derived from key partnerships • Quality of relationships with key staff, management and stakeholders • Effective team work during the execution of the campaign • Performance appraisals conducted in accordance with company procedures and time-lines
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Innovation	<ul style="list-style-type: none"> • Continually seek ways to improve process and policy to ensure that GRV remains competitive and innovative in the way we promote racing and the industry 	<ul style="list-style-type: none"> • New campaign initiatives are developed and implemented
GRV Values	<ul style="list-style-type: none"> • Through actions and behaviour, demonstrate the GRV Values of; Responsiveness, Integrity, Impartiality, Accountability, Respect, Leadership – at all times and encourage others to act 	<ul style="list-style-type: none"> • Quality and effectiveness of actions and behaviours displayed in line with GRV Values

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FREEDOM TO ACT / DECISION MAKING
<p>Without referral to manager</p> <ul style="list-style-type: none"> - Directly manage the planning, strategy, creative, production and implementation of agreed campaigns across multiple channels - Managing tactical day-to-day campaign deliverables <p>After consultation with manager or others</p> <ul style="list-style-type: none"> - Initial planning documentation for new campaigns - Devise and document creative concepts for new campaigns - Brief all stakeholders to deliver campaign activity <p>Referred to manager or others</p> <ul style="list-style-type: none"> - Significant budget expenses - Public relations activities or issues - Media enquiries and media releases - Digital event marketing - Sponsorship or partnership opportunities - Significant stakeholder management

KEY BUSINESS CONTACTS	
EXTERNAL	INTERNAL
• Existing and prospective customers	• Marketing Manager
• Greyhound Club Managers and staff	• GM – Strategic Communications
• Tabcorp	• Community and Events Manager
• Sky Channel	• Marketing Coordinator
• Croc Media	• Content Marketing Team
• Relevant suppliers / consultants / agencies	• PR and Issues Mgmt Team
• Industry stakeholders (other racing codes, industry bodies)	• GM- Racing and Wagering
• General Public	• Other GRV staff

PERSON SPECIFICATION	
EDUCATION/QUALIFICATIONS <i>necessary to meet position objectives</i>	
ESSENTIAL	DESIRABLE
Tertiary qualifications in Marketing or related discipline	Ability to develop new ideas and utilise new media platforms
4+ years' experience in an advertising, marketing, communications and/or campaign manager level role	
Proven background in planning and managing multi-channel campaigns for specific target markets	
SKILLS/KNOWLEDGE <i>necessary to meet position objectives</i>	
ESSENTIAL	DESIRABLE
Campaign strategy	Understands research, analysis and extracting insights
Evaluation and analysis of campaigns	
Media asset and channel management	
Time management, budgeting, project planning skills	
Experience in influencing key stakeholders	
ATTRIBUTES <i>required to ensure satisfactory performance and cultural fit</i>	
ESSENTIAL	DESIRABLE
Strong thinker	Flexibility
Drive and commitment	Results orientated
Creativity	
Customer focussed	
Integrity	
Professionalism	
Team player	

EMPLOYMENT CONDITIONS
<ul style="list-style-type: none"> • Terms and conditions of employment are per the current GRV 'Employee Enterprise Agreement' • The GRV environment is a unique and challenging operational environment. It operates weekdays, weekends, day and night hours. GRV employees are bound by a number of regulatory Government requirements. In addition, all staff are required to abide by GRV policies including restricted gambling, greyhound ownership and the Code of Conduct for Victorian Public Sector Employees • All employment at GRV is subject to a satisfactory police check prior to commencement • All employees at GRV are required to have the right to work in Australia • All employees are required to comply with WHS statutory obligations • GRV is an EEO employer

NAME: _____ DATE: __/__/__

SIGNATURE: _____