



## POSITION DESCRIPTION

<b>Title</b>	Marketing Campaign Executive
<b>Location</b>	North Sydney
<b>Manager</b>	Senior Brand and Campaign Manager
<b>Direct Reports</b>	None
<b>Effective Date</b>	January 2021

### WHO ARE SUPERCARS?

The Repco Supercars Championship is the premier motorsport category in Australasia and one of the most watched and attended sports in the country. The sport is evolving and now globally recognised as the best touring car category in the world and a leader in motorsport entertainment.

### OUR VISION

Our ambition is to be a part of every Australian household. That is, we aim to grow value by increasing our reach and improving our market relevance.

### OUR PRIMARY PURPOSE

We live to create an exhilarating and unique experience.

### OUR VALUES

<b>PEOPLE FIRST</b>	We put our people first. Our employees, our contractors, our fans, our teams and our partners.
<b>EXCELLENCE</b>	We strive to be the best in all we do and operate to the highest standards.
<b>GRIT</b>	It is our commitment, determination, courage and resilience which makes us who we are.
<b>LONGEVITY</b>	We respect the past, value our future and conduct ourselves with stewardship and pride.
<b>PASSION</b>	It is our passion that drives us and creates an environment of fun and family.

### OUR PILLARS

<b>LONGEVITY</b>	We look after our people. Our fans, our teams, partners and suppliers to build an enduring platform for Supercars.
<b>ALWAYS ON MEDIA</b>	Build an annual content strategy that ensures a consistent market presence which delivers against both existing and future fans.



<b>CALENDAR</b>	Find the optimal number and location of events.
<b>CONTEMPORARY EVENTS</b>	Ensure that we are continually improving our events for the existing fan as well as the future fan, from the time they book to the time they get back home.
<b>THE CAR</b>	Developing the next generation of car, ensuring relevance for fans & cost effectiveness for teams.

## KEY ACCOUNTABILITIES

- **Facilitate the workflow for internal and external Graphic Designers**
  - Understanding a design brief
  - Working with designers and prioritising their daily workload
  - Utilising the online portal
  - Checking and proofreading artwork to ensure it meets the brief
  - Managing approvals from internal and external stakeholders
  - Communicating feedback to designers
  - Ensure timely and accurate artwork delivery
- **Coordinate the creation and distribution of advertising communications**
  - Gathering advertising specifications from the media agency
  - Understanding a media plan
  - Knowledge of digital media
  - Recognising the design and production requirements of different media channels (outdoor vs digital vs print etc)
  - Briefing designers and agencies as required
  - Critically appraising artwork concepts
  - Managing approvals from internal and external stakeholders
  - Monitoring the media agency's dispatch list and ensure on-time dispatch of all advertising materials
  - Managing the ClearAds approval and Adstream dispatch of all TV commercials
- **Work on various licensing projects as required**
  - Acting as a point of contact for licensing agency and licensees
  - Facilitating on-time approvals of merchandise artwork (event ranges, series ranges, calendar and special projects)
- **Manage the print process for printed marketing collateral (posters, flyers etc)**
  - Understanding the print production process and associated deadlines
  - Briefing printers to obtain quotes
  - Supplying artwork to printers
  - Following up to ensure on-time delivery
- **Collate and maintain accurate records of event results (TV, digital and attendance) and distribute as required**
  - Gathering and analysing event results from various sources
  - Briefing designers to create reports



- Proofreading and seeking approval to distribute

- **Generate purchase orders and process invoices through the finance team**
- **Maintain image and logo folders and respond to requests for image assets**
- **Uphold the Supercars brand guidelines**
- **Relationship building and regular general communications with promoters, sponsors, teams, licensees, media partners and agencies**

#### KEY RELATIONSHIPS

##### Internal

- All internal departments

##### External

- Designers
  - Creative agencies
  - Media agencies
  - Production companies
- Other external key stakeholders eg Government departments, Race Teams and business partners

#### POSITION REQUIREMENTS

##### Professional qualification:

- Marketing degree or equivalent

##### Personal skills:

- High level of attention to detail is essential
- Energetic, highly organised and capable of multi-tasking
- Well developed communication skills – both written and oral
- A problem solver with an ability to work under pressure
- Excellent customer service and interpersonal skills
- Friendly and professional attitude
- Promotes a positive team culture

##### Work experience:

- 3 years plus work experience in an Agency or Client-side marketing role
- Experience in a sports/ entertainment business is desirable but not essential