

Marketing & Communications Officer, Bridge NSW

About Us

Bridge NSW is a not-for-profit member association managing state bridge and supporting the growth, enjoyment and success of bridge across NSW.

The Bridge NSW Marketing & Communications Officer (MCO) will work with the Bridge NSW Executive Officer (EO) and have regular communication with member and associated clubs, Bridge NSW Board, Council and Committees, to achieve the vision of the organisation to foster a vibrant and inclusive bridge playing community across NSW through leadership, advocacy and support.

About the Job

The Marketing & Communications Officer is responsible for launching a new peak body for bridge in NSW under the brand of Bridge NSW, and delivering marketing campaigns that will position the game, support the growth of bridge players in NSW, and increase participation rates of existing bridge players in NSW.

The position requires written communication and visual design skills to create marketing collateral that aligns with the agreed brand style guide. Knowledge of eDM and social media (principally Facebook) campaigns, and group and community pages would be helpful. Attention to detail is important.

This is a contract or part time position, up to a maximum of two days per week or equivalent hours, with flexible working arrangements.

About You

The position requires sophisticated and persuasive writing skills and experience in implementing campaigns for the effective use of social media to engage and grow a customer base and build a community.

Ideally, the MCO will have had experience in a not-for-profit environment with a distributed volunteer force. Being a bridge player is preferred but not mandatory. Experience in marketing and communication in areas such as sports or events would be useful.

You will have:

- Superior written and verbal communication skills
- High degree of familiarity with relevant technology tools
- Strong track record in using social media and optimising websites

- Experience with managing business relationships with a range of stakeholders, including and especially volunteers
- Capability to work independently with a strong sense of responsibility and ownership
- Excellent organisational skills
- Strong interpersonal skills

Responsibilities of the position

- Facilitate development of communications strategy and plan with the Bridge NSW board
- Drive message creation and facilitate sharing across the community
- Measure and assess effectiveness of marketing campaigns
- Develop publicity campaigns to promote awareness and positioning of bridge
- Develop and maintain successful social media presence and campaigns
- Define and support creation of regular Bridge NSW publications
- Contribute to Bridge NSW website content
- Support the Events Committee to promote championships and tournaments
- Ensure brand usage and compliance with the style guide
- Own and manage eDM tools

For further information, please contact Jake@BridgeNSW.com.au .

Applications may be sent to Office@BridgeNSW.com.au .