MARKETING MANAGER

Location: Canberra
Full time: 1.0 FTE / 5 day equivalent
Reports To: Chief Executive Officer

About us:

ANU Sport is an independent incorporated association that delivers sport, fitness and recreation services and opportunities to the ANU Community. ANU Sport is an UniSport Australia member institution, and the ANU is a member of the Group of 8, Australia's 8 leading universities.

We exist to facilitate connections within the campus community through health, well-being and sport. Our aim is to enhance and grow the opportunities for students and the ANU community to engage in sport, fitness, and recreation, promoting well-being and balanced lifestyles. ANU Sport is responsible for the operation and management of the ANU Sport Fitness Centre and all ANU Sport facilities, along with supporting over 30 sport and recreation clubs and delivering social and competitive sporting programs.

About the role:

The Marketing Manager provides strategic and operational leadership for ANU Sport's marketing function. The role is accountable for protecting and strengthening brand integrity, setting and ensuring the successful implementation of the organisation's marketing strategy and annual plan, overseeing integrated campaigns, and establishing clear performance measures and reporting. The Marketing Manager is tasked with leading and developing two Marketing Coordinators, facilitating cross collaboration with other business units, coordinates priorities across the organisation, and ensures marketing activity is aligned with ANU Sport's strategic and operational objectives.

This is a hands-on management role suited an emerging marketing professional who can translate organisational priorities into operational plans, high-quality campaigns and measurable outcomes, while maintaining an effective balance between strategic leadership and practical delivery.

Key responsibilities:

- Build brand capability across the organisation through practical guidance, briefing and quality assurance.
- Contribute to the design of significant public-facing materials and campaigns to ensure they are accurate, accessible, audience-appropriate and aligned with organisational values.
- Develop, implement and regularly review an integrated marketing, events and communications strategy that supports ANU Sport's strategic and operational plans.
- Oversight of the events portfolio, ensuring planning, delivery, and outcomes across all engagement activations align to the strategic plan.

- Lead the annual marketing planning process, including audience priorities, campaign calendar, channel strategy, resourcing, budget requirements and performance targets.
- Manage the organisation-wide campaign calendar and prioritisation process to coordinate activity, reduce duplication and ensure achievable workloads.
- Manage the organisation-wide framework for external and digital communication, including drafting copy and managing approval process.
- Oversight of digital landscape, leading brand and tone consistency, and managing reporting and analytics to assess effectiveness of campaigns and digital presence.
- Monitor and report on campaign delivery, channel performance, audience engagement, conversion outcomes, brand measures and budget performance.
- Manage stock levels, product range, and supplier relationships for ANU Sport merchandise.
- Coordinate marketing workflows, approvals and team capacity, ensuring responsibilities are appropriately allocated and deadlines are managed.
- Other duties to support the ANU Sport as directed by management.

About you:

Our ideal candidate is an emerging commercially aware marketing professional who combines strategic thinking with disciplined execution. You can lead a small specialist team, influence stakeholders, protect a brand, manage competing priorities and use performance information to improve marketing decisions. You communicate with clarity, exercise sound judgement and are motivated by the opportunity to grow participation in sport, fitness, wellbeing and recreation.

Selection Criteria

Mandatory

- Demonstrated experience developing and implementing marketing strategy, annual plans and integrated campaigns.
- Demonstrated experience leading employees or specialist contributors, including setting priorities, managing performance and supporting professional development.
- Strong knowledge of brand management and the ability to maintain consistency across visual identity, content, messaging and customer touchpoints.
- Demonstrated capability in campaign management, including briefing, scheduling, budget oversight, stakeholder coordination, optimisation and evaluation.
- Experience establishing meaningful marketing measures and translating performance data into clear reports and recommendations.
- Excellent written and verbal communication skills, including the ability to advise senior stakeholders and manage sensitive or high-profile communications.
- High-level organisational, project management and judgement skills, with the capacity to manage multiple priorities in a fast-paced environment.
- Proven ability to build productive relationships with a diverse range of internal and external stakeholders.
- Proven experience in digital campaign development and management.
- Eligibility to work in Australia.

Desirable

- Tertiary qualification in marketing, communications, events or a related discipline.
- Proficiency in Adobe, Mailchimp, Google Profile and analytics, Meta Business and analytics, Asana, website management, and Microsoft Office 365.
- Experience in the sport, fitness, recreation, wellbeing, membership, tertiary education or community sector.
- Working knowledge of digital marketing platforms, website content management, email marketing, paid media and social media analytics.
- Exposure managing marketing budgets, agencies, contractors or supplier relationships.

Our Culture

At ANU Sport we have a strong focus on bringing out the best in people, both our members and our staff. This is reflected in our commitment to professional development and a core belief that supporting staff to grow in their role benefits the entire organisation.

We pride ourselves on our culture that values ***integrity***, ***passion***, ***community***, and being ***innovative*****.** We are open minded, welcoming and accepting of people, ideas and new ways of thinking. We empower each other to find a better way. We are proactively solutions focused to support the organisations' purpose. We hold ourselves and each other accountable through clarity and review. We take responsibility for fostering and maintaining a positive and motivating environment. Through these values and agreed behaviours we strive to be a high-performing team focused on we deliver the best student sport and recreation experience for the University community.

How to Apply

Please submit a current CV, a covering letter no more than two pages addressing the selection criteria detailed and a design portfolio showcasing design experience to Jobs@anu-sport.com.au no later than 9am Monday 23 November, 2026. Please include the title of the role in the subject line of your email application.