

The Brisbane Lions have an exciting opportunity for a highly motivated and creative thinker to join the Marketing team as the **Brand & Engagement Executive**.

This newly created role will be responsible for developing and managing the brand campaigns that support the Brisbane Lions Elite Performance Centre, Brighton Homes Arena.

The Brand & Engagement Executive will lead the Club's fan engagement projects growing brand awareness within the Greater Western Corridor. With a strong focus on building and delivering the ticketing and promotional strategy for AFLW & VFL.

Responsibilities include, but not limited to:

- Oversee the development of strategic Greater Springfield Region marketing and communications plans
- Undertake research and survey programs to track performance of activity
- Acquire data across all of the club's fan touchpoints
- Assist in developing a fun and entertaining event experience for all match days and events at Brighton Homes Arena
- Support the coordination of the AFLW & VFL crowd build marketing strategy
- Manage the design and production of all printed and electronic collateral for Brighton Homes Arena and partners including the Lions Café & Bar and TotalFusion
- Work in partnership with department leads to build community, education and fundraising initiatives that benefit the communities we serve
- Work collaboratively with various departments to develop engagement strategies
- Support the Design team with creative graphic design work for the Brighton Homes Arena as required

WHAT YOU NEED:

- Tertiary qualification in marketing or related discipline
- Experience leading the creation of integrated marketing plans and managing brand strategy
- Strong communication and analytical skills
- Ability to set priorities, schedules and meet strict deadlines
- Event management experience
- Proficient in Adobe Suites
- Ability to create simple graphic and have basic knowledge of print design

You'll be based out of the brand new world-class Brisbane Lions Elite Performance Centre; Brighton Homes Arena in Springfield Central. We're proud of our strong employee culture built on passionate people - coupled with some great benefits including; discounts on TotalFusion Lions Gym Memberships and at our onsite Cafe and Bar - two free Brisbane Lions memberships, Employee Wellbeing initiatives and flexible work opportunities we think you'll love working at the Lions too.

To apply, please forward your CV and professional covering letter to jobs@lions.com.au

Applications close 22nd March 2024.

BRIGHTON HOMES ARENA
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