



# Position Description

## Senior Marketing Manager

<b>Position Title:</b>	Senior Marketing Manager
<b>Classification:</b>	Band 3 Sport Management (Refer to the TFA Certified Agreement)
<b>Reports To:</b>	General Manager Commercial

### Introduction

Touch Football Australia Limited (TFA) is the governing body for the sport of Touch Football in Australia.

TFA is responsible for the overall leadership, management, administration and development of Touch Football across the nation. This is conducted through the unique management model where there are states under direct control of this body and core partnerships with the states of New South Wales and Queensland.

TFA has core values that include leadership, integrity, professionalism, diversity and excellence. Using these values our mission is to provide direction for the sport of Touch Football and develop our dynamic game to the position of Australia's leading community sport. We have professional people working in all facets of the organisation and believe we make a positive difference to people lives.

#### Child Safe Statement

Touch Football Australia is committed to ensuring the safety and wellbeing of all Children/Young People that are involved in our sport. Our policies and procedures seek to address risks to Child safety and to establish Child safe culture and practices.

Further information on safeguarding in Touch Football is available via  
<https://touchfootball.com.au/policies/integrity/safeguarding/>

### Location

The preferred location will be Sydney, Brisbane, or Canberra; however other state capital cities may be considered for the right candidate.

TFA has a strong belief in the benefits of providing flexible and hybrid working arrangements and will discuss various options with candidates throughout recruitment process.

### Job Description

#### A. Primary Purpose of the Role

The Senior Marketing Manager is a senior strategic leader responsible for Touch Football Australia's entire marketing function. This role ensures national alignment of brand, audience engagement, and marketing operations across all levels of the organisation. The position encompasses strategic planning, digital marketing, creative direction, content development, brand governance, campaign execution, events marketing, fan engagement, grassroots support, and marketing performance.

The Senior Marketing Manager leads a high-performing marketing team (currently comprising four direct reports) and collaborates closely with the Commercial, Events, Participation, and state-based teams to support consistent and effective delivery across the sport.



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## **B. Job Responsibilities**

### *1. Strategic Marketing Leadership*

- » Develop and lead a comprehensive marketing strategy that aligns with TFA's organisational, commercial, and participation objectives.
- » Create and oversee integrated marketing plans for all business units including participation programs, events, commercial activations, and brand development.
- » Champion a marketing-first approach across the organisation and advise on marketing best practice at all levels.
- » Develop and disseminate resource materials to assist Staff and Affiliates in media and communications

### *2. Brand Management & Governance*

- » Act as brand custodian for TFA, ensuring consistent and compelling messaging, tone, and visual identity across all marketing activities.
- » Maintain and evolve national brand guidelines and support affiliates and state bodies in consistent brand application.
- » Oversee the development of national, state, and localised brand campaigns, templates, graphics, and collateral that elevate the sport's visibility and perception.
- » Ensure all marketing communications comply with privacy and data protection standards.

### *3. Digital Marketing & Technology*

- » Lead digital strategy and oversee the TFA website ecosystem, ensuring optimal user experience, SEO, and accessibility.
- » Manage EDM platforms and email marketing strategies including automation, segmentation, and conversion optimisation.
- » Drive performance marketing through paid digital advertising campaigns, audience targeting, and platform integration (e.g. Meta, Google Ads).

### *4. Content Creation & Storytelling*

- » Oversee the creation of compelling, high-quality content across video, photography, written features, and creative campaigns.
- » Develop annual content calendars aligned with events, campaigns, and audience goals.
- » Drive audience storytelling and sport promotion through digital and social platforms in collaboration with the content team.
- » Manage the production of creative assets through oversight of the Graphic Designer and Content Producer.
- » Ensure brand consistency, visual quality, and creative innovation across all design outputs.
- » Manage production workflows, design briefs, and creative approvals.

### *5. Social Media Strategy & Execution*

- » Set the overarching social media strategy for TFA across platforms including Facebook, Instagram, TikTok, LinkedIn, YouTube, and X (Twitter).
- » Ensure consistent brand tone, content quality, and community engagement across social channels.
- » Guide the Social Media Coordinator to manage scheduling, posting, and analytics reporting.





#### *6. Stakeholder Engagement & CRM*

- » Design and implement initiatives to grow and retain TFA's digital and participant fan base.
- » Oversee segmentation and personalisation strategies across email, web, and campaign delivery.
- » Develop loyalty, recognition, and value-based programs to enhance the fan experience.
- » Contribute to internal staff engagement through marketing-led campaigns and initiatives.

#### *7. Sponsorship & Commercial Activation Support*

- » Collaborate with the Commercial team to create compelling marketing proposals and campaigns for current and potential sponsors.
- » Ensure all commercial partner activations are delivered to a high standard and achieve measurable brand outcomes.
- » Support inventory development and reporting across digital and physical marketing assets.
- » Assist the Commercial team in the planning and delivery of National and State Events (as required) and contribute to a positive working culture during events.

#### *8. Events Marketing*

- » Lead the marketing strategy and promotion of national and state events, including Championships, community events, and initiatives.
- » Deliver targeted campaigns to drive awareness, registrations, attendance, and post-event engagement.
- » Oversee the design and delivery of event-specific branding and marketing collateral.

#### *9. Participation & Grassroots Support*

- » Support the Participation and Affiliate teams with marketing strategies and templates that drive grassroots growth and engagement.
- » Provide toolkits, training, and content support to affiliates, regions, and state offices to ensure aligned delivery at all levels.
- » Oversee the design and delivery of event-specific branding and marketing collateral.
- » Attend to all incoming correspondence in a timely and professional manner.

#### *10. Research, Insights & Analytics*

- » Support the Participation and Affiliate teams with marketing strategies and templates that drive grassroots growth and engagement.
- » Provide toolkits, training, and content support to affiliates, regions, and state offices to ensure aligned delivery at all levels.
- » Oversee the design and delivery of event-specific branding and marketing collateral.
- » Attend to all incoming correspondence in a timely and professional manner.

#### *11. General*

- » Lead the marketing team through clear goal-setting, mentorship, and performance management.
- » Manage the marketing budget, procurement processes, and vendor relationships.
- » Attend to correspondence and reporting responsibilities in a timely and professional manner.





### C. Key Relationships

- » Reports to: General Manager – Commercial
- » Direct Reports: Communications Manager, Social Media Coordinator, Content Producer, Graphic Designer
- » Collaborates with: Participation, Events, People & Culture, and Commercial teams
- » External: Creative and digital agencies, media and tech providers, sponsors, state-based partners (NSWTA, QTF)
- » Works closely with: Senior leadership, affiliates, and TFA's wider marketing and engagement ecosystem
- » Provide customer service to participants, affiliates, volunteers and partners

### D. Key Selection Criteria

- » Proven experience in marketing leadership within a sporting, not-for-profit, or consumer-facing organisation.
- » Demonstrated ability to lead integrated marketing strategies across digital, content, brand, and engagement.
- » Strong understanding of fan engagement, participation marketing, and digital campaign planning.
- » Experience managing high-performing, cross-functional marketing teams.
- » Advanced knowledge of brand governance, creative production, and content planning.
- » Strong grasp of marketing analytics, audience segmentation, CRM strategies, and digital advertising.
- » Demonstrated ability to work collaboratively across diverse internal and external stakeholders.
- » Ability to manage multiple deadlines and lead large-scale marketing projects end-to-end.
- » Excellent written and verbal communication skills, including creative brief writing and performance reporting.
- » High attention to detail, innovation mindset, and a passion for community sport.
- » Strong interpersonal and stakeholder engagement skills, particularly with government, community, and media entities.
- » Demonstrated experience handling sensitive information with complete confidentiality.
- » A strategic thinker with a hands-on delivery mindset and exceptional attention to detail.
- » Professional presentation and social skills.
- » Relevant tertiary qualifications in marketing, digital marketing, social media or related disciplines (desirable)

### E: Other

- » Willing to work under the provisions associated with the Certified Agreement of TFA and abide by the policies of the organisation.
- » Capacity to work outside of normal working hours and undertake travel as required.
- » Current drivers' licence and access to a personal vehicle.
- » Hold, or be eligible to hold, a WWCC.

