


<b>Position:</b>	Marketing Coordinator
<b>Division:</b>	Marketing, Audience & Event Experience
<b>Department:</b>	Commercial
<b>Reporting to</b>	Senior Manager - Brand & Marketing
<b>Employment Type</b>	Permanent

<b>Key Relationships</b>	<p><b>Internal</b>            Senior Manager – Brand &amp; Marketing            Division Manager – Marketing, Audience and Event Experience            Graphic Design and Video teams            Commercial Department            PR &amp; Communications Department            Legal Department            Other internal stakeholders as relevant and appropriate</p> <p><b>External</b>            Creative and media agencies and suppliers            DJSIR            Ticketmaster            Nielsen            Visit Victoria            Formula 1            Dorna            Other stakeholders as relevant and appropriate</p>
--------------------------	---

<b>Values</b>	<p>Knowledge of and consistent demonstration of the Corporation's values: Excellence, Respect, Collaboration Courage, Safety, Empowerment and Joy.</p> 
<b>Corporation Objectives</b>	<p>To ignite passion through unforgettable experiences.</p> <p>More specifically, we exist to promote Melbourne and Victoria via the staging of two international sporting events</p>

	<p>- the Formula 1® Australian Grand Prix at Albert Park and the Australian MotoGP™ at Phillip Island.</p> <p>Our corporate strategy is underpinned by six strategic pillars:</p> <ul style="list-style-type: none"> <li>• Build a powerful organisation and culture</li> <li>• Secure the future of our events</li> <li>• Connect people to business, brands and our sport</li> <li>• Understand our customers and attract new audiences</li> <li>• Inspire the future by driving technology and innovation</li> <li>• Diversify and increase revenues to ensure our success</li> </ul>
<b>Governed by</b>	The Corporation is governed by the Australian Grands Prix Act 1994 (Vic).
<b>Standards of behaviour</b>	The Code of Conduct for Victorian Public Sector Employees governs the behaviour of all Corporation employees.
<b>Human Rights</b>	The Charter of Human Rights and Responsibilities Act 2006 is a Victorian law that sets out the basic rights, freedoms and responsibilities of all people in Victoria. The Charter requires the Corporation to act compatibly with human rights, and to consider human rights when developing policies, making laws, delivering services and making decisions.

<b>Role Objectives</b>	<p>The Marketing Coordinator supports the execution of brand and marketing initiatives that drive audience engagement, brand awareness, and commercial outcomes. This role assists in the coordination of integrated marketing campaigns, creative asset development, and stakeholder communications. Working closely with the Senior Manager – Brand &amp; Marketing, the Marketing Coordinator contributes to the delivery of high-impact campaigns and supports the broader audience strategy across the Formula 1® Australian Grand Prix and Australian MotoGP™ events.</p>
<b>Core Responsibilities</b>	<p><b>Your Core Responsibilities</b></p> <p><b>1. Campaign Coordination</b></p> <ul style="list-style-type: none"> <li>• Assist in the coordination and delivery of above-the-line and below-the-line marketing campaigns.</li> <li>• Support the briefing and development of creative assets in collaboration with the internal Graphic Design and Video teams.</li> </ul>

- Liaise with external creative, media and ticketing agencies and suppliers to ensure timely delivery of campaign materials across paid advertising.
- Monitor in market campaign elements to ensure they were delivered and recorded for future campaigns.
- Support the execution of partner and sponsor promotions in collaboration with the Sales & Partnership team to help push ticket sales.

## 2. Brand Support

- Assist in maintaining brand standards across AGPC, F1 and MotoGP brands while ensuring consistency across all marketing materials.
- Support the implementation of brand initiatives aimed at audience retention and growth.
- Coordinate brand approvals and ensure alignment with AGPC, F1® and Dorna brand guidelines for both internal and external stakeholders.

## 3. F1 and MotoGP Event Delivery

- Assist in the coordination of campaign photography and creative content capture.
- Support the planning and delivery of fan engagement initiatives, including at event giveaways, use of brand assets, pre-event promotions and prize winner communications.

## 4. Audience Engagement

- Assist in the execution of audience loyalty programs
- Assist in educating people about our target audience segments to ensure alignment and a fan first approach.

## 5. Administrative and Project Support

- Maintain marketing documentation, timelines, and reporting.
- Support budget tracking and administrative tasks related to marketing activities, including contract finalisation with agencies and suppliers.

## 5. Other duties

- Undertake additional responsibilities and projects as required to support AGPC objectives.

At the reasonable request of your Manager, Division Manager – Marketing, Audience and Event Experience, Chief Commercial Officer and/or the Chief Executive Officer, role responsibilities may be altered at any time. Changes will be tied to the Corporation's strategic objectives, workforce planning and the structural alignment of the Corporation.

## **Governance**

Adhere to Corporation policies, procedures, and directives regarding standards of workplace behaviour in completing job duties and assignments.

Conducting every aspect of work in a trustworthy, reliable and transparent manner, and maintaining the highest ethical standards.

## **Customer Service**

Putting internal and external customers first, building strong relationships and ensuring that the approach is responsive to the needs of the internal/external customer.

Encouraging openness and trust by sharing information widely, listening, welcoming constructive challenge and encouraging free dialogue.

## **Continuous Improvement**

Taking initiative to improve operations/services/products and systems so that they are consistent with the Corporation's strategic direction and values; incorporating innovation and experimentation into daily work.

## **Health and Safety**

To assist the Corporation in meeting its health and safety obligations you will be required to:

- Actively participate in the reporting of hazards, incidents and near misses.
- Take corrective action to address or mitigate any risks or hazardous situations throughout the course of your work.
- Take reasonable care for your own health and safety, and for the health and safety of others.
- Adhere to the Corporation's various policies, procedures, work practices and standard operating procedures.
- Perform your role in accordance with any specific responsibilities as outlined in the Corporation's safety management system.

To enable the Corporation to meet its obligations for providing a healthy and safe working environment for you, you must inform your manager of any issues which may impact your ability to safely perform your role.

	<p><b><u>Environmental Considerations</u></b></p> <p>Cooperate with the Corporation regarding caring for the environment, by acting in a sustainable way and minimising environmental impact by adhering to the Corporation's policies, procedures and work practices.</p>
--	--

## SELECTION CRITERIA

<b>Qualifications and Experience</b>	<p><b>Qualifications &amp; Experience</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualification in marketing, communications, or a related field.</li> <li>• 1–3 years' experience in a marketing or communications role.</li> <li>• Experience supporting marketing campaigns and working with creative/media agencies.</li> <li>• Strong written and verbal communication skills.</li> <li>• Excellent organisational and time management skills.</li> </ul>
<b>Relevant Traits and Characteristics</b>	<ul style="list-style-type: none"> <li>• Knowledge and consistent demonstration of AGPC's values and behaviours.</li> <li>• Commitment to customer service and responsiveness.</li> <li>• Ability to work collaboratively in a fast-paced team environment.</li> <li>• Adaptability and resilience in managing competing priorities.</li> <li>• Strong interpersonal skills and ability to build effective relationships.</li> <li>• Strong organisational skills in admin and project management.</li> <li>• Proficiency in Microsoft Office Suite and familiarity with digital marketing tools.</li> <li>• Demonstrated commitment to continual learning and development.</li> </ul>