

POSITION DESCRIPTION

POSITION:	Brand Manager – Wagering Customers	DIVISION:	Sales and Marketing
REPORTS TO:	Sales and Marketing Manager	LOCATION:	UBET Park, Elwick
DATE APPROVED:	2 September 2015	APPROVED BY:	Chief Financial Officer

ORGANISATIONAL ENVIRONMENT

Tasracing is the corporate entity which governs the three codes of racing in Tasmania. Tasracing provides the strategic direction to produce quality racing products that meet customer demands in a globally competitive industry and thus achieve optimum outcomes for the long-term sustainability of the Tasmanian racing industry.

STRATEGIC GOALS

1. To partner with **participants** in the supply of racing product, putting in place strategies that align interests, as change is implemented for long term industry viability.
2. To develop and enhance racing **product** that is aligned with customer needs, commercially viable and that utilises leading technology and effective infrastructure.
3. To focus on wagering **Stakeholders** by understanding their needs, building relationships and creating value to compete effectively and create growth.
4. To ensure suitable skills and systems are employed throughout Tasracing's business operations, assets and governance structures to deliver effective and efficient support for **racing operations**.
5. To continuously improve **financial performance**, focusing on cost control, income generation and responsible allocation of capital to achieve a sustainable business.

VALUES

Racing is our Passion	Aiming for Excellence
<ul style="list-style-type: none"> ▪ We acknowledge our central responsibility to the sport of racing ▪ We are committed to animal welfare and the integrity of the sport ▪ We take pride in the presentation and performance of our tracks and facilities ▪ We support people to continually develop their industry skills 	<ul style="list-style-type: none"> ▪ We set challenging yet realistic goals ▪ We deliver our operations as efficiently as possible ▪ We are committed to continuous improvement ▪ We actively embrace and plan for change ▪ We value innovation and original thinking ▪ We place importance on managing and reducing risk
Communicating Clearly	Encouraging Teamwork
<ul style="list-style-type: none"> ▪ We recognise the importance of relationships ▪ We conduct ourselves professionally and communicate with respect ▪ We encourage the exchange of ideas ▪ We acknowledge the importance of customers and their experience 	<ul style="list-style-type: none"> ▪ We work collaboratively to achieve the best outcome ▪ We empower people so they can work to their potential ▪ We are inclusive and support diversity ▪ We recognise achievement and reward great performance

POSITION PURPOSE

A pivotal member of the Sales and Marketing Team, the **Brand Manager – Wagering Customers** will manage and coordinate all activities associated with Tasracing's wagering customers, including the development and execution of annual brand/product plans with the objective of growing Race Field Fee revenue.

MAJOR ACCOUNTABILITIES:

1. Responsible for Tasracing's target wagering customer segments, including the development of annual marketing plans, implementation of those plans and providing high level wagering customer advice to the Sales and Marketing Manager and the Executive
2. Management of Tasracing.com.au – Tasracing's consumer website, including content and working with external partners
3. Growth in Race Field Fee revenue via driving demand for Tasracing's racing product via third party wagering operators.
4. Development of new opportunities to generate non wagering revenue via Tasracing.com.au (EG subscriptions and sale of advertising).
5. Project management and online delivery of digital marketing projects including web development, digital product development, digital design and content outputs
6. Develop existing and create new marketing and promotional partnerships with wagering operators
7. Provide regular performance reporting to senior management and the Executive on wagering customer activity, digital performance and other agreed outputs

RESPONSIBILITIES	DUTIES	MEASURES/INDICATORS	EXPECTED BEHAVIOURS
Tasracing.com.au	<ul style="list-style-type: none"> • Management of Tasracing.com.au content • Management of Tasracing.com.au digital performance and improvement • Continual test and targeting • Compliance with Tasracing policies and guidelines 	<ul style="list-style-type: none"> • Annual site visitation, engagement and uptime KPIs met • Annual growth in customer acquisition (email database) • Recognised as the owner of Tasracing.com.au across all site performance KPIs • Regular, pro-active reporting of progress against website KPIs. 	<ul style="list-style-type: none"> • Deal with others in a professional and respectful way • Encourage others • Delivers accurate, clear and concise project communication
Wagering Customer Portfolio	<ul style="list-style-type: none"> • Manage the implementation of a brand portfolio strategy in conjunction with Tasracing's corporate goals • Manage Tasracing.com.au as Tasracing's primary consumer communication channel • Identify and develop opportunities in line with existing three year sales and marketing strategy • Contribute to the refinement of Tasracing's existing sales and marketing strategy 	<ul style="list-style-type: none"> • Annual growth in customer reach, and engagement • Annual growth in wagering turnover/revenue on Tasmanian racing product across all three codes • Annual growth in non-wagering revenue via Tasracing.com.au (EG subscriptions and advertising sales) • Annual expenditure budgets are met • Timely communications to the Sales and Marketing Manager of items likely to impact expenditure 	<ul style="list-style-type: none"> • Recognised as the leading expert on wagering customers • Commercial awareness and understanding • Deal with others in a professional and respectful way • Encourage others • Be cost-conscious

	<ul style="list-style-type: none"> • Contribute to the ongoing refinement of Tasracing's existing digital strategy in relation to the portfolio • Apply best practice marketing performance analysis (with a focus on digital) in assessing and providing regular reports • Regularly engage with wagering customers for optimal marketing outcomes • Assisting to set, monitor and reconcile annual marketing budgets 	<ul style="list-style-type: none"> • Delivery of solutions to unforeseen budget problems 	
Project management	<ul style="list-style-type: none"> • Project ownership and management/implementation of key digital marketing projects across web development, product development, content and design outputs • Management of multiple external digital marketing suppliers including web development, user experience, specialist racing digital product developers, design and hosting suppliers • Regularly report to the Sales and Marketing Manager on status of all projects • Manage project budgets including the writing of business cases and board recommendations in relation to new digital marketing projects when required • Leadership of internal project team when required 	<ul style="list-style-type: none"> • Completion of projects within agreed deadlines • Consistent delivery of high quality reports • Maintains open communication channels with stakeholders 	<ul style="list-style-type: none"> • Encourages an open exchange of ideas and different points of view • Delivers accurate, clear and concise project communication • Be cost-conscious • Manages own time well in order to complete tasks on time and with high quality
Promotional partnering	<ul style="list-style-type: none"> • Develop relationships and liaise with wagering operators to communicate and facilitate joint promotions • Devise implement, measure and report on digital marketing campaigns across all channels including social media, digital display, email and others in relation to the portfolio • Liaise with key wagering operator 	<ul style="list-style-type: none"> • Delivery of agreed marketing content against agreed objectives • Demonstrated growth of Tasracing's wagering customer brands • Fully engaged with internal clients, sales and marketing and team and management • Fully engaged with wagering operators • Delivery of high quality presentations to 	<ul style="list-style-type: none"> • Deal with others in a professional and respectful way • Encourage others

	<p>partners in increase quantity of joint promotion</p> <ul style="list-style-type: none"> • Develop and present to existing and potential marketing partners • Develop presentations and present to Tasracing's senior management team, the Executive and/or Board if and when required • Deliver marketing outputs to Tasracing's national and international wagering customer markets • Ensure consistency in all marketing outputs, in line with brand strategies and plans 	key partners	
Reporting/Advice/Strategy	<ul style="list-style-type: none"> • Provide strategic advice to the Sales and Marketing Manager on the company's wagering customer portfolio and digital marketing opportunities within the portfolio. • Develop, document and present marketing strategies in relation to the portfolio as required • Provide regular reports on wagering customer activity, digital performance and other agreed outputs 	<ul style="list-style-type: none"> • Delivery of agreed strategic planning documentation • Regular status updates to the Sales and Marketing Manager 	<ul style="list-style-type: none"> • Delivers accurate, clear and concise project communication

LEVEL OF DECISION MAKING AUTHORITY:

- The incumbent is expected to work in a collaborative way with employees and industry stakeholders to achieve outcomes. Decisions on expenditure as per the Delegation Manual.

EMPLOYEES SUPERVISED:

Directly	<ul style="list-style-type: none"> • nil
Indirectly	<ul style="list-style-type: none"> • nil

KEY WORKING RELATIONSHIPS:

Internally	<ul style="list-style-type: none"> • Sales and Marketing Manager, Sales and Marketing Team, Racing Department, Finance Department, Tasracing employees
Externally	<ul style="list-style-type: none"> • Wagering operators, major sponsors, digital marketing suppliers, creative agencies, media agencies, PR agencies
	<ul style="list-style-type: none"> •

SELECTION CRITERIA**A. PERSONAL ATTRIBUTES:**

Demonstrates behaviour that is consistent with Tasracing's policies and values	Able to prioritise tasks and manage time effectively
Well-developed strategic and analytical skills	High level communication, negotiation and presentation skills
Able to form and foster collaborative relationships within Tasracing and externally	Demonstrated Stakeholder management abilities
Strong organisational skills and attention to detail	Able to work under pressure and perform steadily during peak work load
Entrepreneurial mindset	Able to adapt and be flexible
Able to operate at both strategic and hands-on levels	Thorough understanding of and ability to follow policies and procedures
Ability to apply creativity and analysis to strategic and operational issues	Able to work autonomously & provide independent opinions

B. QUALIFICATIONS & COMPETENCIES:	
Essential	Desirable
University degree – Marketing, Commerce, Business or similar	Experience in wagering or related markets
Project management	
Digital marketing	

C. SKILLS, EXPERIENCE AND WORKING KNOWLEDGE:
<ol style="list-style-type: none"> 1. Minimum five years' experience in a marketing career path consistent with the requirements of the role, including the development and delivery of marketing and brand strategies 2. Knowledge and understanding of the racing and wagering industry, or similar sector is desirable but not essential 3. Proven ability to apply project management methodologies for the successful completion of projects 4. Minimum three years digital marketing experience in a senior position 5. Strong commercial awareness and the ability to adapt to strategic and operational thinking 6. Demonstrated ability to develop strong internal and external relationships using advanced communication and interpersonal skills. 7. Proven ability to work as an effective member of a Team 8. Proven ability to be adaptive, flexible, and work effectively under time pressure with challenging workloads 9. Knowledge and experience in dealing with risk implications associated with marketing strategies 10. Proven experience in managing budgets, budget variances and reporting, and to manage the expectations of management on budget timelines and out

Recommended

Approved

S Steven, Sales & Marketing Manager Date _____

M Tarring, Chief Financial Officer Date _____