

ROLE DESCRIPTION

Advertising Sales, Marketing & Social Media Manager



Association	Sporting Shooters' Association of Australia Inc. (National Office)
Reports to	Chief Executive Officer
Direct reports	Social Media/Digital Content Creator (<i>new position to be filled</i>)
Hours	Full time
Location	Adelaide (WFH/Office), Sydney (WFH/Office) or Melbourne (WFH only)

Role Summary

SSAA is responsible for the delivery of print and digital publications including:

- *Australian Shooter*
- *Australian Hunter*
- *Australian & New Zealand Handgun*
- *Great Australian Outdoors*
- *SSAA's Comprehensive Guide to Shooting & Hunting in Australia*
- *Secure Your Gun, Secure Your Sport*
- *SSAA National E-Newsletter*
- www.ssaa.org.au
- SSAA Gun Sales website

The Advertising Sales, Marketing & Social Media Manager is accountable directly to the Chief Executive Officer and is responsible for selling and managing advertising for the stable of SSAA's print and digital publications; liaising with clients within the firearms industry and wider community; and effectively promoting SSAA's publications to ensure continued new business generation.

Duties and Responsibilities

- Liaise with businesses both within the firearms industry and the greater community to secure advertising content for SSAA publications to ensure all advertising space is filled
- Foster partnerships with existing customers and develop new business as required to promote SSAA's advertising options
- Manage the development of all marketing collateral output, internally or with external design teams, to ensure brand adherence, contemporary content, messaging, format and distribution are as strategic and effective as possible
- Expand SSAA's digital footprint especially into social media; in collaboration with the CEO, create and implement a social media engagement strategy and manage all social media activity
- Assist in the recruitment of a Social Media/Digital Content Creator, and assume their day-to-day management and leadership
- Liaise with the editorial department to inform them of advertisements that may complement scheduled stories
- Provide a schedule of advertising to the editorial department before deadlines for each publication and online advertising options
- Liaise with firearms manufacturers and importers to arrange products for review for publishing in SSAA publications
- Manage and edit the SSAA Gun Sales website
- Manage and be the main point of contact for the Great Australian Outdoors website through the info@fieldtoforkpublishing.com.au email

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Duties and Responsibilities (cont'd)

- Liaise with internal and external accounting and administration departments to ensure appropriate issuing and allocation of invoices
- When required, liaise with firearms manufacturers and importers to arrange prizes for competitions within the websites and publications
- Assist in coordinating occasional events put on by the National Office, e.g. advertiser lunches and “come and try” days
- Liaise with the shooting industry on any opportunities to grow the sport
- Support and positively contribute across the whole of SSAA where appropriate

Qualifications, Skills and Experience

Essential

- Competent in all aspects of marketing and communications with an eye for seizing opportunities to communicate with all relevant audiences to promote the activities of SSAA
- Demonstrable experience in a similar role, particularly in securing new business/advertising agreements
- Understanding of website editing

Desirable

- Tertiary Qualifications in Business, Marketing, Communications, Public Relations or associated disciplines
- Experience in shooting sports, 4WD, camping or outdoor publications
- Graphic design skills

Personal Qualities

- Strategic thinker and relationship builder
- Highly proficient written, oral and presentation skills
- Excellent interpersonal communication skills
- Creative and innovative
- Great organisational skills and self-discipline
- Values based and team oriented
- Strong desire to promote the Sporting Shooters industry

Other Requirements

- Some intra/interstate travel will be required