
Position Description

Position Title:	Marketing Manager
Team:	Marketing
Reporting to:	CEO
Direct Reports:	Communications & Content Officer Additional roles as required based on operational needs
Date Updated:	19 Jan 2026

Purpose of the Role

The Marketing Manager is responsible for leading Volleyball Queensland's marketing, brand and communications strategy to drive participation, engagement, commercial value and brand visibility across all levels of the sport.

The role provides strategic direction and operational leadership across brand management, campaigns, digital platforms, content oversight, sponsorship servicing and go-to-market activity for programs, competitions and initiatives. It ensures Volleyball Queensland's brand is consistently represented from grassroots participation programs to high performance competitions, membership engagement events and outreach to potential commercial partners. Marketing initiatives must be aligned with organisational priorities and drive engagement across audiences and stakeholder groups.

The role works closely with the CEO, SLT (Senior Leadership Team), Competitions & Events, Participation & Pathways, Member Engagement & Business Operations teams, along with external partners to ensure marketing activity supports participation growth, attracts audiences to events, strengthens community connection and enhances the commercial value of VQ programs and events.

The position is based from the VQ offices, with some intra and interstate travel required.

Key Responsibilities

Brand, Campaigns & Go-to-Market	<ul style="list-style-type: none">Own and steward the Volleyball Queensland brand, including visual identity, tone of voice and brand assets.Lead go-to-market activity for VQ programs, competitions, events and initiatives.
Outcome: Volleyball Queensland has a strong, consistent and engaging brand presence.	<ul style="list-style-type: none">Lead brand positioning and promotional strategy for all VQ activities and sports, driving awareness, attendance, ticketing and community engagement.Drive creative ideas and activation initiatives that build awareness, excitement and community connection.Ensure marketing activity supports "pay to play" programs, ticketing, membership uptake and audience growth.Develop and implement marketing plans that align with VQ's strategy to drive organisational & brand growth

Commercial, Sponsorship & Partnerships	<ul style="list-style-type: none"> Identify marketing opportunities that support sponsorship targeting, acquisition and retention. Support servicing and fulfilment of all sponsors and partner agreements (including post-event reporting) through brand exposure, content and activation. Ensure sponsorship commitments are realistic, deliverable and aligned with operational capacity. Collaborate with the CEO and relevant managers on commercial initiatives and growth opportunities. Support development of collateral for awards nights, events and partner activations. Support ticketing and attendance outcomes for major events and competitions through targeted marketing and campaign activity.
Content, Digital & Platforms	<ul style="list-style-type: none"> Provide strategic oversight of content creation, digital channels and website presence. Ensure consistency, quality and relevance of content across platforms, including website, newsletters and digital communications. Oversee marketing systems and platforms, including website and digital assets, ensuring they remain current and fit for purpose. Use insights and analytics to inform campaign performance and digital improvement.
Strategy & Operations	<ul style="list-style-type: none"> Lead the development and implementation of Volleyball Queensland's marketing and brand strategy, aligned to organisational priorities and growth objectives. Translate strategy into annual marketing plans, campaign calendars and delivery priorities. Work closely with the CEO to align marketing direction with organisational strategy, reputation and commercial goals. Collaborate with SLT members to ensure marketing activity supports participation, events, pathways and member engagement outcomes. Provide strategic oversight of brand architecture, ensuring alignment with Volleyball Australia branding requirements where applicable.
Financial & Commercial Accountability	<ul style="list-style-type: none"> Develop and manage marketing budgets in collaboration with the CEO and SLT. Maintain accountability for financial performance across the marketing portfolio and measure ROI of marketing initiatives across VQ competitions, events, programs and member engagement.
Outcome: Sport operations deliver strong financial outcomes and operate within approved delegations.	<ul style="list-style-type: none"> Approve expenditure within delegated authority (currently up to \$10,000) and escalate variances or exceptions to the CEO. Work with the CEO on commercial aspects of the sport, including growth strategy and alignment with organisational objectives. Ensure operational commitments align with available resources and financial constraints.

Leadership & Behaviour

Outcome: A collaborative, high-performing marketing function that supports the whole organisation.

- Lead and direct the Communications & Content Officer, providing clear priorities, guidance and feedback.
- Work collaboratively with Competitions & Events, Participation & Pathways, Member Engagement and Business Operations teams to align messaging and delivery.
- Attend key events to support content capture, brand presence and storytelling in collaboration with the Communications & Content Officer, including supporting with Photography and Videography as required in line with VQ guidelines.
- Role-model professionalism, creativity, collaboration and accountability.
- Balance strategic leadership with hands-on involvement where required in a lean environment.

Key Relationships

Internal:	External
<ul style="list-style-type: none"> • CEO • Competitions & Events Manager • Participation, Pathways & High-Performance Manager • Member Engagement & Business Operations Manager • Communications & Content Officer 	<ul style="list-style-type: none"> • Sponsors and partners • Volleyball Australia • Affiliates and clubs • Brand agencies and website developers • Media/PR & Event Management agencies • State & Local government • Other key stakeholders

Essential Requirements

- Tertiary qualifications in Marketing, Communications, Business or a related field, or extensive professional experience.
- 5–10 years' experience in marketing, communications or brand leadership roles.
- Demonstrated experience developing and executing marketing strategies that drive participation, engagement or commercial outcomes.
- Strong understanding of brand management, campaigns and digital marketing.
- Strong understanding of Marketing KPI's
- Strong understanding of Search Engine Optimisation (SEO) strategy & Conversation Rate Optimisation (CRO) for driving website traffic and growth.
- Social media/Brand strategy experience
- Experience supporting sponsorship servicing, partner relationships or commercial initiatives.
- Proven ability to collaborate across multiple teams and priorities.
- Strong written and verbal communication skills.
- Experience managing creative processes, agencies or developers (where applicable).
- Ability to operate effectively in a fast-paced, lean environment
- Demonstrated commitment to organisational priorities, including the sport, the organisation and its people.
- Demonstrated commitment to using effective time management principles and systems.
- Proven self-starter who contributes to a productive and respectful team environment.
- Excellent computer skills and working proficiency in the Microsoft Office suite.
- Current unrestricted driver's licence.
- Current Working with Children Blue Card (or ability to obtain and maintain).
- Completion of Sports Integrity Australia education and compliance requirements, as required.
- Commitment to exploring and effectively utilising Microsoft 365 systems and tools.
- Commitment to confidentiality, privacy and child-safe practices.

- Understanding of the sporting landscape and community sport environments.
- Experience marketing participation-based or member-based organisations.
- Experience working within a member-based, not-for-profit organisation.