



POWERED BY 

## POSITION DESCRIPTION

# Marketing & Design Coordinator Commercial Operations & Partnerships

January 2026



### Job Title:

- Marketing & Design Coordinator

### Reports to:

- Brand & Marketing Manager

### Direct Reports:

- Nil

### Job Goals:

- Assist in bringing the annual marketing calendar to life through alignment of all MCC and MCG products and services (including hospitality), creative executions, insights and data led decisions and engagement opportunities for key audiences.
- Oversee the prioritisation of design projects, reviewing internally received briefs have the required information, align to operational standards and link to the strategic plan. Coordinate feedback, revisions, and delivery with external agencies in budget and on deadline.
- Assist in producing or updating design assets, templates or internal presentations in Adobe creative programs or similar where there are urgent deadlines.
- Be a key brand champion to ensure adherence to the brand architecture and governance framework by providing advice and instructions for application.
- Help to coordinate the execution of marketing campaigns across Victoria, Australia and globally to support the promotion of MCG Tours, Australian Sports Museum and other tourism and hospitality products and services.
- Build meaningful and trusted relationships with key internal and external stakeholders to support the delivery of marketing campaigns, brand assets and design projects.

### Accountabilities/ Responsibilities:

- Work closely with the Brand & Marketing Manager and Brand & Marketing Specialist to coordinate efforts in bringing to life the annual marketing calendar across the MCC and MCG brands (including hospitality) and tourism services and products.
- Provide support to the Brand & Marketing team when collaborating with media and creative agencies on campaign delivery, including specs and material submissions.
- Review all internally submitted design briefs for accurate information and alignment to strategic goals, manage the briefing of external design agencies, traffic manage projects/jobs and oversee delivery of requested assets within budget and deadlines.



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- Support the implementation of the brand architecture framework and governance model.
- Collaborate with the Digital and Communications teams to develop content and PR strategies aligned with the marketing campaigns and goals across all MCC and MCG brands (including hospitality), products and services.
- Assist in collating reports and tracking success measures for campaigns across all brands, products and services.
- Assist key external partners, including Cricket Australia, Cricket Victoria, Melbourne Stars, AFL, tenant AFL clubs and special event promoters, on agreed upon avenues for joint promotion.
- Support the administration and protection of the MCC's intellectual property including property trademarks, patents, copyright, imagery, footage requests etc.
- Support the Brand & Marketing team in budget management and tracking, including financial administration.
- Maintain exceptional knowledge of MCC and MCG operations, including the Australian Sports Museum and Yarra Park.
- Provide high quality brand and marketing support to all partners and internal and external stakeholders.
- Comply with MCC OH&S requirements and take reasonable care for their own safety and the safety of others, including patrons, contractors etc., who may be affected by their actions.

### Experience / Skills / Qualifications:

- Relevant tertiary qualifications in marketing or graphic design
- At least 1-3 years of employment experience in brand, marketing or graphic design.
- Demonstrated experience in assisting with the delivery of marketing plans and campaigns within a dynamic team for high profile brands.
- Exposure to the fundamentals of brand management, marketing and design
- Coordination of design briefs, assessing required information and briefing external agencies to deliver design assets and campaigns or experience working in a marketing, creative or design agency with a focus on campaign delivery and deadlines.
- Experience collaborating on content creation for digital channels, including social media and websites.
- Coordination of material instructions to support media plans for campaigns.
- Sound computer skills in Microsoft Office suite and Adobe creative programs.
- Experience in updating and creating design assets in Adobe creative programs.
- Ability to think creatively, take initiative and solve problems.
- Excellent organisational and time management skills; with the ability to multi-task and prioritise tasks in a busy environment.
- A proactive, can-do attitude with high attention to detail.



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- Ability to develop strong relationships (internal and external) and provide a high standard of service.
- Excellent communication (written and verbal) and presentation skills.
- Demonstrates commitment to MCC values and being part of a team.
- Demonstrated interpersonal skills, including the ability to work collaboratively in a team environment.
- An appreciation of Australia's cultural heritage and sporting history.

### Further Notes:

The MCC is committed to providing a safe and welcoming environment for everyone, including children & young people, and has zero tolerance to child abuse and harm. All MCC staff are required to understand their responsibility in relation to child safety and must undertake mandatory child safety training. The MCC conducts reference checks including child safety and other pre-employment checks as appropriate.

It is a mandatory requirement to hold a current / valid Victorian Working with Children card to work at the MCC.