



# CANDIDATE BRIEFING NOTES

Marketing & Business Development Manager  
**Sporting Shooters' Association of Australia (SSAA) Inc.**





# ABOUT SSAA INC...

The Sporting Shooters' Association of Australia (SSAA) was established in 1948 in order to promote the shooting sports and protect firearm owners' interests. Those roles remain the same today. The SSAA has a presence in each state and territory – each having its own association, with more than 200,000 members belonging to one of these. Each state/territory is independent and equal when making decisions and, alongside this, SSAA Inc. acts as the service body for the states/territories but also operates independently. With more than 440 clubs at which they can shoot, SSAA's 200,000-plus like-minded sporting shooters are part of Australia's premier sports shooting body.

The SSAA manages more than 18 shooting competitions – commonly referred to as 'disciplines' – at local, state, national and international levels. They cater to many different types of firearms, including shotguns, pistols, revolvers and rifles, in rimfire, centrefire, air and black powder configurations, so no matter what age or level competition you are interested in participating in, there is a discipline for everyone.

In addition to representing the interests of target shooting members, the SSAA promotes the ethical hunting activities of members and the sustainable use of wildlife. They encourage all hunters to display appropriate firearm handling skills, to conduct themselves in an acceptable way and to be responsible for themselves, others and the environment.

## AIMS AND OBJECTIVES:

The SSAA's aims and objectives are:

- To promote and improve the role of the sporting shooter in Australia
- To help educate in the skills of hunting, shooting and proper care and safe handling of firearms
- To encourage all members to abide by the SSAA's Code of Conduct and Rules of etiquette when hunting
- To support farmers, particularly in the protection of native flora and fauna, and advocate game management in the Australian environment
- To act as an effective and credible voice, representing members to the public, community leaders and authorities

## CODE OF CONDUCT:

SSAA members must adhere to the following basic ethical requirements. It is our Code of Conduct. Any breach of these requirements may result in suspension of membership or expulsion from the Association.

- Obey the rules of firearms laws and regulations
- Undertake to do all in their power to preserve the good image of the sport and the Association
- Support game management and wildlife conservation
- Encourage new shooters, both young and old, to acquire knowledge and ethical attitudes relating to game management, conservation and safe firearms ownership, all of which are the hallmark of the sporting shooter





# ABOUT SSAA INC...(CONT'D)

## AFFILIATIONS:

SSAA Inc. has affiliations and close relationships with a number of likeminded associations, including the American National Rifle Association (NRA), New Zealand Council of Licensed Firearms Owners (COLFO) and International Practical Shooting Confederation Australia (IPSC). They are a founding member of the World Forum on Shooting Activities (WFSA), which represents more than 100 million sporting shooters around the world and also has official Non-Government Organisation (NGO) status at the United Nations.

They regularly engage with relevant government and non-government departments and bodies, such as the Attorney-General's Department, Australian Border Force (formerly the Australian Customs and Border Protection Service), Australian Institute of Criminology (AIC) and Crimtrac, and they report on a range of political events and commentary regarding firearms ownership, sports shooting, recreational hunting and conservation issues.

## EXECUTIVE ROLE BRIEF...

Our client, the Sporting Shooters' Association of Australia (SSAA) promotes shooting sports and protects firearm owners' interests. The SSAA National Office acts as the service body for the independent associations in each State and Territory, supporting more than 200,000 like-minded sporting shooters and over 440 clubs at which they can shoot.

SSAA is responsible for the delivery of print and digital publications including Australian Shooter, Australian Hunter, Australian & New Zealand Handgun, The Australian Junior Shooter, Australian Women's Shooter, Great Australian Outdoors, the SSAA National eNewsletter and website. The organisation is looking to expand its digital footprint especially into social media.

At an exciting time in the Association's history, we are now seeking a Marketing and Business Development Manager to assist in the delivery of SSAA's stable of print and digital publications. Reporting to the Chief Executive Officer and the Editor, you will be responsible for soliciting and managing all advertising; liaising with clients within the firearms industry and wider community; and effectively promoting SSAA's publications to ensure continued new business generation.

Success in this role will be underpinned by sound interpersonal communication skills which will form the foundation of your ability to liaise with internal team members to ensure the smooth delivery of publications, source new advertising clientele and negotiate beneficial agreements. Superior organisational skills will further aid in your success in ensuring effective scheduling of publications, as will creativity and a keen eye for detail in collaborating with the Editorial Department in recommending complementary advertising options. Prior experience in shooting sports, 4WD, camping or outdoor publications would be advantageous, though not essential.

With offices in Adelaide and Sydney, applications are sought from those who reside in, or are interested in relocating to, either location where flexible WFH arrangements are welcome. Applications are also sought from those who reside in Victoria on a WFH basis.





# POSITION DESCRIPTION..

**Location:** Adelaide (WFH/Office), Sydney (WFH/Office) or Melbourne (WFH only)

**Hours:** Full time

## REPORTING AND WORKING RELATIONSHIPS

**Reports to:**

- Chief Executive Officer
- Editor

## ROLE PURPOSE

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

- Australian Shooter
- Australian Hunter
- Australian & New Zealand Handgun
- Great Australian Outdoors
- Australian Women's Shooter
- Junior Shooter
- SSAA's Comprehensive Guide to Shooting & Hunting in Australia
- Secure Your Gun, Secure Your Sport
- SSAA National eNewsletter
- [www.ssaa.org.au](http://www.ssaa.org.au)
- SSAA Gun Sales website

The Marketing and Business Development Manager is accountable directly to the Chief Executive Officer and Editor and is responsible for soliciting 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

- 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
- Liaise with advertisers both within the firearms industry and the greater community to secure content for SSAA publications
- Liaise with the editorial department to inform them of advertisements that may complement scheduled stories
- 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](mailto:info@fieldtoforkpublishing.com.au) email
- Liaise with internal and external accounting and administration departments to ensure appropriate issuing and allocation of invoices
- Provide a schedule of advertising to the editorial department before deadlines for each publication and online advertising options
- Conduct cold calling of new advertisers to promote SSAA's publications as an advertising tool





# POSITION DESCRIPTION...(CONT'D)

## DUTIES AND RESPONSIBILITIES (CONT'D)

- Expand SSAA's digital footprint especially into social media; create and implement social media communication strategies and manage all social media activity
- Liaise with firearms manufacturers and importers to arrange prizes for competitions within the websites and publications
- Coordinate occasional events such as the SSAA SHOT Expo 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

## SELECTION CRITERIA

### 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





# RECRUITMENT PROCESS...

Our best-practice and rigorous process incorporates pre-screening, initial interview, psychometric appraisal facilitated internally, reference checking and panel interview.

## **PSYCHOMETRIC APPRAISAL**

Stillwell Management Consultants employs a team of Registered Psychologists and Registered Organisational Psychologists who work in parallel with our Recruitment team. The psychometric assessment process is administered and interpreted by our specialist team.

Successful applicants are offered a complimentary debrief session with one of our Registered Psychologists to take place within the first month of commencing in the role.

## **REFERENCE CHECKING**

Should your application be shortlisted, you will be asked to provide the details of two to three professional referees. You will be required to provide SMC with the details of referees that you have directly reported to, in the past 10-15 years or currently.

Referees are only contacted once your permission has been sought, at such a time in the process that it is necessary, and this will occur during the latter stages of the process.

We do offer flexibility in the timing of when we contact referees, particularly if you are nominating someone you are currently reporting to, as such we are happy to discuss this with you at the appropriate time.

**Stillwell Management Consultants endeavours to provide regular updates to you throughout the recruitment process, and all applicants will be notified, in writing or otherwise, of the outcome of their application.**





# LEAD CONSULTANTS...

Confidential telephone enquiries are welcome on (+618) 8212 0999:



**NICK STILLWELL**  
General Manager



**TESS SHAW**  
Recruitment Consultant

**ALL ENQUIRIES AND APPLICATIONS ARE TREATED WITH THE STRICTEST LEVEL OF PRIVACY AND CONFIDENTIALITY.**

## HOW TO APPLY...

Please visit <https://www.stillwellmanagement.com.au/jobs> and select 'Marketing & Business Development Manager' to view the full advertisement.

Click 'Apply Online' and complete the online form (paying special attention to questions marked with an asterisk), and attach:

- your current CV/resume, and
  - your CV should include details of your full employment history as well as a detailed synopsis of your key responsibilities and achievements of the positions you have held over the last 10-15 years, or as relevant to the role you are applying for
- a one-to-two-page Cover Letter addressed to the Consultant(s) listed above, highlighting your ability to demonstrate the skills and attributes required of the successful appointee

*Immediately you will receive a receipt of your application and we ask that you verify your email address per the link in the email to ensure we are able to communicate with you using your correct details. If you do not receive this email, please check your junk inbox.*

**APPLICATIONS CLOSE AT 5:00PM ON FRIDAY, 16 AUGUST 2024.**

