



POSITION DESCRIPTION

Position Title : Marketing and Communications Officer
Description : Full Time Position
Employer : Western Sydney Academy of Sport Incorporated
Reports To : Chief Executive Officer
Date Revised : September 2018
Location : WSAS Office, Penrith Stadium, Penrith NSW

INTRODUCTION

The Western Sydney Academy of Sport, established in 2004, is an independent, not-for-profit and community based organisation that assists western Sydney's talented young athletes achieve their sporting goals – through the provision of quality athlete development programs across a variety of sport disciplines.

The Board of Directors is charged with the responsibility of full governance of the Academy, including financial and operational management, and delegates authority to the Academy Chief Executive Officer who reports directly to the Board, and through sub-committees established from time to time.

The Academy's programs have established benchmark standards and value in the officially recognised development pathway for athletes in sport. The Academy works closely with recognised State Sporting Agencies, the NSW Institute of Sport and local Associations to ensure its programs are fully endorsed and provide an integrated pathway for talented athlete development.

The Academy's programs provide significant athlete services through a framework of technical, educational and personal development activities, as well as a variety of competition opportunities.

The Western Sydney Academy is one of 11 Regional Academies across NSW – and is a member of the official collective known as the Regional Academies of Sport Incorporated (RASi). The Academy works in close collaboration with all members of the RASi.

POSITION OBJECTIVE

The Marketing & Communications Officer's role is to work collaboratively, and in an integrated manner, with both the Academy's internal resources and its external stakeholders, to effectively and professionally coordinate and deliver operational outcomes in the key business area of marketing and communications.

KEY RESPONSIBILITIES

Marketing & Communications

- Develop communications and media strategies to enhance the profile of the Academy within the region - incorporating website, social media and digital media elements;
- Coordinate and maintain the Academy website including sourcing and developing content and monitoring web statistical data on usage and visitation;
- Produce an e-newsletter for distribution to the Academy's database of athletes, partners and stakeholders;
- Coordinate the Academy's social media presence including Facebook, Twitter, Instagram including the integration of partner activities and promotion of their initiatives;
- Design and distribute athlete program marketing and promotional materials including programs, booklets, flyers, social media etc;
- Develop and maintain key media partnerships to increase local media coverage of the Academy and our athletes;
- Generate news stories and press releases on Academy athletes, events and activities for use in local media, Academy website, social media channels and e-newsletters;
- Manage, in collaboration with Academy staff, internal athlete communications via Team App. And Sportslocker;
- Maintain a timely and accurate image library of Academy athletes and activities for both print and digital application;
- Develop a range of marketing materials including presentations, brochures, signage as well as compiling the Academy Year Book and other publications as required;
- Manage effective community engagement programs encompassing local Councils, sporting groups, community projects and initiatives;

Sponsorship

- Identify new opportunities to increase existing partnerships of Academy programs and activities;
- Research and identify new financial and in-kind sponsorship opportunities for Academy programs and activities outside of current partnerships;
- Develop and implement corporate partner servicing programs to ensure partners are serviced in a manner that leads to the development long term relationships;
- Manage Academy Ambassadors partnership program, ensuring relevant marketing and promotional benefits are delivered effectively.

Events

- End to end event management for the Academy's major events including the Annual Athlete Awards Dinner, Celebrity Sports Dinner Fundraising event and Council Athlete Receptions;
- Assist in the Academy's other events programs including Athlete Inductions, Academy Games, Sponsor functions etc.

Administration & Human Resources

- Assist in ensuring professional standards of administration within the Academy office, including technology application, data systems, equipment and work place amenity.
- Continually meet and maintain the high standards of the Academy in regard to attendance, punctuality, appropriate dress and behavior.
- Other duties as requested by the CEO and Board of Directors from time to time.

Finance

- Assist the CEO in monitoring and managing marketing and communication activities to ensure sound financial management practices, including an operational budget framework.
- Assist the CEO in the identification and implementation of revenue stream creation initiatives and expenditure reduction measures.

REPORTING RELATIONSHIPS

The position reports directly to the Chief Executive Officer, who reports to the Academy Board Of Directors.

The position is required to assist in the development and sustenance of relationships with key stakeholders as well as professional suppliers and providers contracted to provide services or products for the Academy.

QUALIFICATIONS AND EXPERIENCE

Essential

- Demonstrated experience in a similar role either within the sport and recreation, or an aligned industry.
- Proven skills in key areas of marketing and communications, event management, stakeholder relationship management and community engagement.
- Strong verbal and written communication skills including demonstrated experience with website (content management systems), publication productions, media liaison and event management.

- Demonstrated proficiency with Microsoft Office suite of software, as well as InDesign, Illustrator and Photo Shop.
- Strong initiative and problem solving skills.
- Strong attention to detail and capacity to coordinate multiple and competing priorities.
- Strong and broad interest in sport.
- Current motor vehicle Driver's Licence.

Desirable

- Formal qualifications in either Marketing, Public Relations or Communications from a recognised tertiary institution.
- Desktop Publishing skills

REMUNERATION AND ENTITLEMENTS

A remuneration package comprising the following components will be provided to the Marketing & Communications Officer on an annual basis:

1. Annual salary package \$60-65,000 (inc. statutory super.) dependent on skills and experience;
2. Reimbursement of Motorway Tolls when travelling for business purposes;
4. Mobile Phone + Plan.

Additional benefits including travel and accommodation costs associated with business and/or training needs. Opportunities are also provided to attend annual Regional Academy conferences and events i.e. Academy Games.

The Marketing & Communications Officer shall be entitled to four weeks annual leave for every 12 months of completed service, or proportion thereof, on normal pay in addition to any Public Holidays occurring during such period of annual leave.

The Marketing & Communications Officer shall be granted an annual leave loading equivalent to seventeen and one half percent (17.5%) of four weeks ordinary earnings. Permission must be sought to be granted annual leave by providing the Academy with a minimum of two weeks' notice in writing. Approval for annual leave will not be reasonably withheld.

The Marketing & Communications Officer shall not accumulate excessive leave beyond the annual entitlements. 10 working days sick leave on full pay in any one year of service (non-accrued) shall be granted, subject that if any sick leave absence exceeds three consecutive working days, the Employee shall provide a certificate by a medical practitioner as to the nature of the illness or incapacity involved.

The employment of the Marketing & Communications Officer by the Academy will be subject to the completion of an Employment Agreement, listing all terms and conditions of employment and obligations of both the employee and the employer.

HOW TO APPLY

To apply for this position, please provide an application package that includes:

1. A covering letter addressed to the Chief Executive Officer;
2. Your full resume outlining your previous experience and skills, employment history, education etc.;
3. Your personal contact details;
4. Contact details for a min. of two business related referees.

Applications can be **addressed** to the Chief Executive Officer, Western Sydney Academy of Sport and either mailed to PO Box 4357 Penrith Plaza NSW 2750 or emailed to martin@wsas.com.au (any emailed documents must be in pdf format).

Only those candidates required for an initial interview will be contacted directly by telephone within a two week period. All unsuccessful candidates will be notified by email following the completion of initial interviews.

The **closing date** for receipt of applications in the Academy's offices will be 19 October 2018.

All **inquiries** regarding this position should be directed to the Chief Executive Officer - Martin Bullock at the Academy's office during business hours on Tel 4725 6470 or email – martin@wsas.com.au.

NOTES

- The term of employment will initially be 12 months, with extension of the term of employment dependent on a satisfactory performance review conducted in accordance with the Academy's Governance policies.
- **The successful candidate will be subject to an initial three (3) month probationary period and review followed by a performance review at the end of the initial 12 month period.**
- The Western Sydney Academy of Sport is an equal opportunity employer.
- The successful candidate will be required to satisfactorily complete a Working With Children check prior to being appointed by the Academy.
- The Academy reserves the right to short list applicants and conduct interviews in a number of stages if required to determine the most suitable candidate for the position.