

**Position Title – Marketing & Communications Officer**  
**Employment Status – Full Time**  
**Reports to – Werribee Basketball Association Business Manager**

## OVERVIEW OF WERRIBEE BASKETBALL ASSOCIATION

The Werribee Basketball Association (WBA) is the largest non-professional sporting association in Melbourne's West. At the Werribee Basketball Association, our vision is to "Be the club of choice in Melbourne's West, providing the opportunity for everyone to participate in the game of basketball". Our goal is to grow and strengthen our basketball community, by providing development pathways that are affordable, accessible and inclusive for players, coaches and officials of all abilities. The WBA currently has approximately 4,000 players from juniors to seniors as well as referees coaches and volunteers.

## POSITION SUMMARY

Responsible for all aspects of marketing, communications and customer service of the Werribee Basketball Association, the Marketing & Communications Officer will work with the Board and Business Manager to ensure the successful implementation of the marketing strategy to grow and maintain the brand integrity of Werribee Basketball. The appointed candidate must successfully build strong and vibrant relationships with WBA members, supporters, volunteers, media, commercial partners as well as Basketball Victoria and Basketball Australia. To be considered for this role you will need to possess strong marketing, communications and customer service experience gained within a commercial or sporting organisation, or other relevant context.

## RESPONSIBILITIES

### RELATIONSHIP MANAGEMENT:

- Develop strong relationships between WBA and its affiliated Clubs.
- Regularly engage stakeholders as agreed.
- Maintain regular communication and effective working relationships with Event Managers and other key event stakeholders.
- Maintain effective communication with members, sponsors, volunteers, community groups & schools.

### MARKETING & MEDIA ADMINISTRATION:

- Implement marketing and communications plan and association wide marketing strategy.
- Develop and implement a cohesive, compelling and innovative annual marketing calendar, including campaigns across social networks that drive growth and increases WBA brand awareness.
- Write, approve, and oversee production of materials for internal and external audiences that carry out communication, marketing, or PR plans.
- Develop strategic marketing initiatives and campaigns to achieve business growth and profitability
- Drive digital marketing innovations to execute the marketing strategy.
- Manage WBA website, online channels (including social media), and formal media statements
- Liaise with key stakeholders, conveying and maintaining the brand integrity of the business.
- Execute and contribute to brand management strategy.
- Work in collaboration with the Fundraising and Sponsorship/Partnership teams to plan and deliver marketing activity to support events that drive income and growth.
- Develop relationships with media outlets – including metropolitan, regional and local media.
- Work with Business Manager to manage issues and enquiries to safeguard the WBA's reputation.
- Develop media briefing materials, media training and key message documents for WBA staff.
- Write and manage appropriate approvals for media materials including media releases, stories etc.
- Utilise analytical platforms (such as Google Analytics, Google AdWords etc.) to monitor and ensure continuous organic and strategic growth of all marketing platforms and member database.
- Participate in planning and marketing activities including exploration of new business ideas.

#### **GRAPHIC/DIGITAL DESIGN & IT:**

- Design and Photoshop all digital imagery for WBA marketing and promotions.
- Brand and provide all photo content for social media and website.
- Film and edit short video clips for social media purposes.
- Design, provide content for and distribute monthly E-newsletter.
- Design any co-branded sub logos for specific programs.
- Design relevant sponsorship signage and banners as required.

#### **SPONSORSHIP RELATIONS:**

- Service, maintain and enhance current sponsorship arrangements.
- Assist Business Manager in the sourcing of new sponsors for WBA.
- Service and maintain effective relationships with event sponsors.

#### **EVENT OPERATIONS:**

- Monitor, evaluate and report on existing operations to ensure viability.
- Coordinate marketing activities for the event to achieve participation and budget targets.
- Oversee all logistical operations of the event.
- Coordinate event volunteers and working groups.

#### **CUSTOMER SERVICE:**

- Field all incoming phone calls; resolve all generic enquiries, take messages, forward calls etc.
- Receive, respond and forward all incoming generic email enquiries.
- Be the point of contact for all face to face enquires at Eagle stadium during agreed hours.
- Filter all official complaints, questions, issues and communication from WBA members.
- Provide follow up correspondence to all enquiries to ensure customers' needs have been fulfilled.
- Assist members through online registration processes.
- Proof and edit all official documents, letters and communication sent on behalf of the WBA.
- Handle the entire new player enquiry process from initial enquiry through to club communication as well as follow ups to ensure customer's enquiry has been resolved.

#### **ADMINISTRATION:**

- Perform administration duties as directed by Business Manager.
- Update and maintain the integrity of the business CRM system.
- General administration duties such as, program administration and customer surveys.

### **SELECTION AND APPOINTMENT CRITERIA**

You will be passionate about developing and making a contribution to the WBA business. The successful candidate will require a range of personal and professional skills, including:

#### **ESSENTIAL:**

- Tertiary degree in Marketing, Media or Communications or equivalent experience.
- Demonstrated experience in marketing and customer service.
- Demonstrated experience in implementing a marketing strategy.
- Experience with social media marketing within a business environment.
- Experience in using design suites such as Photoshop or similar.
- Experience in writing press releases, news articles and website content.
- Strong understanding of the use of social media for marketing and promotion purposes.
- Working with Children Check.
- Police Record Check.
- Willing to work weekends and evenings as required.
- Motor Vehicle Driver's license.
- Knowledge of the sport industry within Australia and familiarity with the domestic sporting landscape.
- Strong verbal and written communication skills.
- Applicants must be legally entitled to work in Australia.

**DESIRABLE:**

- Experience working in a member based organisation.
- Experience working within a small marketing and communications team environment.
- Experience working with Sports TG (Fox Sporting Pulse) software.

**BEHAVIOUR**

- Self- starter.
- Attention to detail.
- Team player.

**REPORTING LINES**

- Role reports to the WBA Business Manager.

**KEY RELATIONSHIPS**

- Internal stakeholders including WBA staff and committees.
- External stakeholders including Basketball Victoria, Basketball Australia, Eagle Stadium management team, Wyndham City Council, community groups & local schools.

**PERFORMANCE INDICATORS**

- Growth of Advertising Revenue.
- Member Satisfaction.
- Social Media Reach.
- Brand Recognition.

**BENEFITS**

- Competitive salary.
- Performance bonus for KPIs achieved.
- Office space in a state-of-the-art new stadium facility.
- Flexible working arrangements supported.

This is a full-time position, however due to the nature of the role and the sports industry, some out of hours work (including weekends and evenings) will be required as standard.

**APPLICATIONS**

Applications should include a cover letter addressing the Responsibility Sub Headings and Selection Criteria and a CV outlining personal details, qualifications, work history and experience and the names of three referees.

**Applications will close 5pm Wednesday 21<sup>st</sup> June 2017**

*\* All applicants must be legally entitled to work in Australia.*

This information should be sent electronically to [andrew.summerville@werribeebasketball.com](mailto:andrew.summerville@werribeebasketball.com) with Marketing & Communications Officer Application as the subject.

Queries should be directed to Andrew Summerville, Business Manager, Werribee Basketball Association on 03 9742 5440