

Job Title	Netball ACT Marketing and Communications Leader
Location	Canberra Solarhub Netball Stadium – 435 Northbourne Avenue, Lyneham
Reporting to:	General Manager
Direct Reports	Nil
Key Stakeholders	<p>Internal</p> <ul style="list-style-type: none"> • NACT Business Units • Netball Australia Business Units <p>External</p> <ul style="list-style-type: none"> • District Associations • NACT Sponsors • ACT Media Channels • Netball NSW
Hours of Work	<ul style="list-style-type: none"> • 30 hours per week (0.8)
NACT Background	<p>Netball ACT (NACT) is the Peak Sporting Body in the ACT for netball and is responsible for the guidance, governance and promotion of the sport in the ACT.</p> <p>The main strategic priorities of NACT are to:</p> <ul style="list-style-type: none"> • Grow the sport of netball in the ACT and surrounding region by engaging with the local community and key stakeholders to provide enhanced access to our sport through schools, clubs and affiliated Districts. • Strengthen and deliver quality experiences for participants and fans through competition and events. • Provide a high-performance culture for athletes, coaches, umpires and officials in the ACT to maximise and develop their full potential. • Build the capacity of netball in the ACT through strong governance, workforce development, administration and commercialisation.
Are you ready to join the netball family?	<p>We are looking for a highly motivated team player to join our team as the leader of Marketing and Communications for Netball ACT, who is committed to putting Netball ACT on the map! As one of the highest female participation sports in Canberra, and with a growing boys/ men’s competition we know we can have a greater impact within our community and continue to grow the number of people playing our great game!</p> <p>The ideal candidate will have 3-5 year’s experience in a similar role. They will have experience developing and delivering marketing strategies and communication plans, have the ability to multi-task and prioritise work and be a problem-solver with a 'can-do' attitude. They will take initiative on actions to address day-to-day issues and be highly organised with great attention to detail.</p> <p>We are looking for someone who can think ‘outside the box’ and look at developing partnerships with like-minded organisations. They will have great communication and written skills that will enable Netball ACT to deliver clear and articulate messages.</p>

<p>Key tasks:</p>	<p>Principle Duties:</p> <p>Marketing and Communications</p> <ul style="list-style-type: none"> • Develop and execute an end-to-end Marketing and Communications strategy for the Netball ACT for the next 12 months. It should include the following: <ul style="list-style-type: none"> ○ Market and Events Calendar ○ Relate to all business units and key stakeholders ○ Clearly linked to the organisation (business) plan / strategy and ensure, it is linked to Sponsorship and Fundraising activities and/or responsibilities. ○ Include; strategy, operational / tactical elements, resourced, key goals and measurement plan and KPI reporting mechanism. ○ Have key elements that relate to the ACT Netball brand and identify opportunities to tell the Netball ACT story. ○ Develop corporate templates that facilitates, the communication and events activities of Netball ACT business units, that are holistic and easily usable. • Design and develop marketing collateral to support activities and/or campaigns for Netball ACT and its stakeholders. <p>Media and Public Relations</p> <ul style="list-style-type: none"> • Identify and develop a media and stakeholder database (excel), that identifies key journalists, producers and editors in both traditional and new media that Netball ACT can develop a sustainable relationship with. • Write edit, and curate content for publication, in both digital and new media, on both owned, earned and paid media channels. <ul style="list-style-type: none"> ○ This will include, but not limited to the follow opportunities; social media, blogs, EMD's (newsletters), media releases, corporate documents, and advertising/sponsorship collateral. ○ Develop and maintain a content measurement tracking database, that tracks the following; media mentions for Netball ACT and Sponsors, ○ Maintain an understanding of ACT media outlets operations regarding the following; <ul style="list-style-type: none"> ▪ Publication deadlines, ▪ Submission styles, and ▪ Key audiences. • Take a leadership role in coordinating that all Netball ACT business units and stakeholders are engaged in the communication process to ensure that all content is communicated to in a professional, efficient and effective way. This includes the following; <ul style="list-style-type: none"> ○ Monthly netball ACT EDM (newsletter), ○ Social media channels, ○ Livestreaming of events, and ○ Netball ACT website <p>Events, Sponsorship and Fundraising</p> <ul style="list-style-type: none"> • Coordinate and manage the annual Netball ACT presentation evening.
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	<ul style="list-style-type: none"> • Coordinate and manage launch events, which includes; <ul style="list-style-type: none"> ○ Canberra Giants, ○ State league • Integrate into the marketing plan key fundraising, sponsor and large-scale sporting events to maximise revenue generation opportunities. • Develop and activate promotion strategies for events, sponsors and fundraising opportunities. • Assist with sponsorship proposals and manage the administration of Netball ACT obligations. • Develop and maintain a database (excel) of potential and existing sponsor clients. <p>Administration</p> <ul style="list-style-type: none"> • Provide administration as required and instructed by GM Netball ACT. This may include tasks crossing over the different business units at NACT. <p>Digital and Data</p> <ul style="list-style-type: none"> • Identify and utilise the relevant social media channels/platforms that are best suited to achieve goals as identified in the following areas; Marketing and Communication, Events, Sponsorship, fundraising or member communications. • Take a lead role in coordinating netball ACT, best practice use of each social and digital channels, to ensure Netball ACT and its stakeholders are engaged.
Key Selection Criteria – please provide evidence in your application	
Essential	<p>Please provide evidence of your experience against each essential selection criteria:</p> <ol style="list-style-type: none"> 1. Please detail how you have developed and implemented a marketing strategy and describe the impact, results and lessons learned. 2. In-depth understanding of demographics, consumer segmentation and the likely impact on the sporting landscape, in particular for netball. 3. Expertise in developing social media content across various social media platforms and the knowledge to evaluate and analyse performance of the content. 4. Experience managing media stakeholders. 5. Proven competency in developing written content (e.g. media releases, web sites and blogs). 6. Formal tertiary qualifications in Marketing and Communications or equivalent.
Desirable	<ul style="list-style-type: none"> • Experience in the Netball and/ or sport industry
Employee benefits and salary	<ul style="list-style-type: none"> • Annual salary of \$60,000pa equivalent = (\$48,000pa pro rata for 30 hours per week). • Plus 9.5% superannuation.



Employment Conditions	<p>The position of NACT Marketing and Communications Leader will be offered on an on-going part-time basis as specified in the ACT Netball Association Incorporated Employment Agreement.</p> <p>Performance appraisals against the identified job responsibilities will be carried out by Netball ACT at agreed intervals.</p>
To apply	<p>Please send your cover letter, CV and statement against the essential selection criteria to Benita.Bittner@netballact.com.au</p>
Closing Date	<p>Applications close: Wednesday 28 November 2018</p>
Contact	<p>For more information on joining our Netball ACT family contact: Benita Bittner, General Manager of Netball ACT phone: 0400 282 521 or email: Benita.Bittner@netballact.com.au</p>