

Position:	Communications & Media Officer
Manager:	Chief Executive Officer
Direct Reports:	N/A
Role Purpose:	The Communications and Media Officer is responsible for the coordination, development, implementation and management of the communications and media strategies for Tasmanian Basketball.

Strategic Link

Basketball Tasmania's strategic link to this position:

Strategic Objective: Basketball is the sport of choice for Tasmanians

Pillars: Participation & Growth – Basketball delivers high quality competition services
 Community & People – Basketball Tasmania delivers high quality consistent services

Key Responsibilities

- **General**
 - Work collaboratively across internal and external stakeholders to tell our story and drive engagement across all Basketball platforms.
 - Provide analysis and reporting to help build knowledge, understanding and insight for future and ongoing tactics, strategies and campaign development.
 - Create interesting content that allows us to communicate with our community and grow our audience and ultimately drive strategic outcomes.
 - Provide management of publications as required, including but not limited to the Association's Annual Report.
 - Stay abreast of online and social media trends, innovations and best practice across the industry to continue evolving our content and remain relevant and up to date.
- **Media, Digital and Content**
 - Manage all external media enquiries and requests for interviews with key staff and stakeholders.
 - Supply suitable audio, images and videos to external media agencies as required.
 - Build professional and friendly media relations to enable increased positive media coverage of all levels of the game.
 - Track direct media coverage and keep aware of wider topical issues to best prepare, advise and protect Basketball Tasmania
 - Research, write, edit and issue accurate media alerts, media updates and media releases.
 - Through collaboration and consultation, devise strategy around the best use of content and media in regard to community programs and sponsor obligations.
 - Develop and champion a digital strategy for the organisation including BTAS digital channels including social media, websites and EDMs
 - Perform the role of videographer and producer for the organisation as needed and manage the organisation's visual library.
 - Devise, produce and edit video content.

- Provide written content and source imagery for publications, promotions and advertising as required.
- Work alongside BTAS contracted photographers for suitable match images and provide other external photography briefs as required.
- **Digital Communications**
 - In collaboration with internal stakeholders, plan, develop and deliver a schedule for electronic direct mail distributions.
 - Provide analysis and reporting on all digital media platforms
- **People and Culture**
 - Adopt a holistic view to the on-going success of BTAS and achievement of strategic objectives
 - Promote and strive for the desired culture, values, and behaviours amongst BTAS employees and related groups
 - Increase your capabilities in areas required to achieve desired outcomes by undertaking specific training and personal development programs
 - Ensure adherence to the policies and procedures put in place by BTAS
 - Ensure all relevant safety standards are maintained
- **Other**
 - Any other duties reasonably requested

Key Stakeholders

- Media organisations
- Basketball Tasmania Executive and Board of Management
- Tasmanian Basketball Community, players, coaches, match officials and staff
- Basketball Constituent Associate Members (CAM's), NBL1 Clubs and key JackJumpers staff
- Tasmanian Media

Basketball Tasmania Values

Unity - We work together with a shared purpose and vision
Integrity - We are respectful and professional in our conduct
Inclusive - Sport for everyone, we are stronger for our diversity
Innovation - We are improving, learning, and driving change

Position Requirements

Experience, Skills & Qualifications

- Relevant degree and experience in media and content production (preferably in the sporting industry);
- Experience in internal communications.
- Experience in media management and knowledge of the media industry.
- Experience in content production including proficiency in design and video production programs.
- Experience in developing media and content plans and strategies.
- Experience in journalism and media relations including exemplary interviewing and writing skills, including writing media releases, web articles and other media stories.

- Well-developed interpersonal and influencing skills.
- Ability to work to tight deadlines under pressure with the flexibility to get the job done.
- A team player who can work autonomously, show initiative, and work irregular hours at times.

Behavioural Attributes

- A passion for creating engaging content in all mediums
- Enthusiasm and energy with a collaborative approach
- Ability to prioritise work and maintain high levels of attention to detail
- Strong written and oral communication
- A growth mindset with passion for innovation and exploring new opportunities

Experience, Skills & Qualifications

- Experience in content production including proficiency in design production programs.
- Previous experience in developing media and content plans and strategies.
- Knowledge of Microsoft Office systems and general computer skills
- Knowledge and/or experience of Basketball

Hours of Work

This is a full-time position. Given the unique nature of the sports industry, working outside of office hours will be required including attending event days, competitions, and other activities in the basketball calendar. Flexibility around the hours/days worked may be available and negotiable with the successful candidate.

Acknowledgement

The list of key responsibilities and key results areas herein are not intended to be all inclusive and may include additional responsibilities as required and assigned.

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