

## Basketball Australia Position Description

<b>Title</b>	<b>Head of Communications</b>
<b>Department</b>	Marketing, Communications & Digital
<b>Job Type</b>	Ongoing
<b>Work Arrangements</b>	Hybrid arrangement - Work from Home & State Basketball Centre, Wantirna South Victoria Some domestic travel will be required
<b>Hours per week</b>	Full Time (some weekend work will be required)
<b>Position Reports To</b>	Executive General Manager, Marketing Communications & Digital
<b>About Basketball Australia</b>	<p>At Basketball Australia (BA) it is our vision that basketball will be the sport of choice for Australian families in the 21st century. As the governing and controlling body of basketball in Australia, we are a not-for-profit business who works closely to grow the sport with our basketball members, the eight State and Territory basketball associations.</p> <p>We proudly manage our elite national teams (Boomers &amp; Opals, Rollers &amp; Gliders plus men's and women's 3x3), our Centre of Excellence facility, elite competitions including Australia's longest running women's competition, the Women's National Basketball League (WNBL), major international competitions, annual national junior championship events as well as Australian basketball's official junior game development program and other national programs and events.</p> <p>Underpinned by our values, we strive to be a truly gender equal, all abilities, community sport that has a defined pathway to greatness and be viewed as one of the most successful basketball nations on earth. The BA Strategic Plan (2021-2024), our Reconciliation Action Plan, Diversity &amp; Inclusion Framework and our Women &amp; Girls Strategy is critical in bringing our mission to life.</p>
<b>Role Context</b>	The Head of Communications is a critical role that will drive participation and commercial growth of basketball. This role will tell our stories, showcase our incredible athletes, teams, competitions, and leagues through owned and earned channels. Inclusion is at the heart of everything that we do at BA our communications are an integral part of ensuring basketball is a sport that welcomes everyone.
<b>Core Purpose</b>	The Head of Communications is responsible for leading the execution of effective and successful communications via all platforms. The role is highly collaborative the works very closely with internal and external stakeholders to tell our story, provide expert communications advice, and drive the strategic growth agenda.
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Lead the development and delivery of integrated, contemporary, and timely social media and communications services in relation to all BA assets and strategic activities.</li> <li>• Support our strategies with timely relevant content that speaks to and engages our basketball community.</li> <li>• Enhance and drive growth and exposure of Basketball with communication activities focused on: <ul style="list-style-type: none"> <li>○ Aussie Hoops and Australian Junior National Championships</li> <li>○ Centre of Excellence</li> <li>○ WNBL</li> <li>○ Women in Basketball</li> <li>○ Diversity and inclusion programs and activities</li> <li>○ Senior National Teams (Boomers, Opals, Gliders and Rollers)</li> </ul> </li> <li>• Collaborate with content producers to develop and release stories that drive engagement with our sport</li> <li>• Manage the relationship with media providers, journalists, broadcasts to ensure our stories are told and heard.</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop a social media operational plan that integrates timely communications over all BA basketball events, leagues, competitions, national and international teams, Centre of Excellence</li> <li>• Respond to requests for media</li> <li>• Produce internal communications for BA staff and stakeholders</li> <li>• In conjunction with the EGM, prepare and where directed execute crisis media plans</li> <li>• Prepare and disseminate media releases in line with established protocols</li> <li>• Work closely with the Head of Marketing and Head of Commercial to tell the story of updated branding, new content, commercialised assets.</li> <li>• Manage BA’s social media accounts working closely with the EGM to determine the management approach for social media accounts</li> </ul>
<b>Key Success Measures</b>	<ul style="list-style-type: none"> <li>• Delivery of social media and communications that result in an increase in engagement on all channels</li> <li>• Media releases are timely and relevant</li> <li>• A role model and empowering leader</li> <li>• Processes are in place to establish and meet internal and external customer needs</li> <li>• Stakeholder relationships are collaborate and effectively and positively impact BA</li> </ul>
<b>Qualifications &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Bachelor’s Degree in marketing or relevant similar Degree</li> <li>• Minimum 5 years’ experience in a similar leading social media or communications role</li> <li>• A preference for sporting and major events industry experience</li> <li>• Knowledge of basketball</li> <li>• Previous budget and expense management experience</li> </ul>
<b>Skills and attributes</b>	<ul style="list-style-type: none"> <li>• Highly effective communicator</li> <li>• High level stakeholder management capability</li> <li>• Highly collaborative</li> <li>• Committed to excellence with a personal drive and energy to deliver results.</li> <li>• Energetic and positive leader and mentor</li> <li>• Highly accountable to deliver results against our new strategic plan while providing input for future activities</li> <li>• Influential and collaborative professional who can problem solve and resolve challenges as they arise.</li> </ul>
<b>All Employees will</b>	<ul style="list-style-type: none"> <li>• Model and lead our values and mission</li> <li>• Act in accordance with all BA policies and protocols which change from time to time</li> <li>• Be committed to maintaining a safe and healthy workplace.</li> <li>• Act consistently with our Employee Code of Conduct.</li> <li>• Be flexible and responsive and prepared to step-up in times of need</li> </ul>
<b>Key Working Relationships:</b>	<ul style="list-style-type: none"> <li>• CEO</li> <li>• Executive General Manager, High Performance</li> <li>• Head of Marketing</li> <li>• Head of Digital</li> <li>• Head of Commercial</li> <li>• Head of Women in Basketball</li> <li>• Head of WNBL</li> <li>• Head of Competition and Events</li> <li>• State and Territory stakeholders</li> <li>• WNBL clubs</li> <li>• Executive General Manager, Competition, Leagues &amp; Education</li> </ul>
<b>Other relevant information</b>	<p>This position will require some domestic and may have some international (limited) travel.</p> <p>Due to the nature of the industry the role will require part of the work to be undertaken on some weekends in line with events or competitions.</p>

<b>Working with Children</b>	<p>As part of your duty, you must recognise that children and young people require special care and attention to feel safe and you will be committed to protecting and prioritising the safety of children and young people involved in Basketball programs and services.</p>
<b>Citizenship/Visa</b>	<p>You must be an Australian citizen, have permanent residency status or a visa permitting you to work in Australia as an inherent requirement of this position.</p> <p>You are required to notify the Head of P&amp;C if your right to work in Australia ceases.</p>
<b>What do we value</b>	<p><b>Our Corporate Values</b> <i>TRUST AND TRANSPARENCY, INTEGRITY AND HONESTY, PROFESSIONALISM, ACCOUNTABILITY AND RESULTS</i></p> <p><b>Our Diversity Message</b> Basketball Australia leads the way in promoting and supporting diversity through our voice, our actions and by working with our stakeholders in increasing the appeal of basketball as a safe, fair, and inclusive sport at all levels and in all ways.</p> <p>Our aim is for Basketball Australia to represent the wide-ranging backgrounds of the basketball community, and to understand their experiences. We welcome people from all backgrounds to our board, committees, staff, players, officials, and volunteers.</p> <p><b>Our Culture Message</b> Lead by our Values we are committed to striving for an environment where we feel proud to belong, supported by a culture of inclusion and respect. We provide a welcoming, safe, and flexible approach to work and provide an environment that benefits from and enables the best from everyone.</p> <p><b>Our Safety Message</b> Basketball Australia aims to provide children and young people with a positive and enriching environment that promotes their social, physical, or emotional development. We are committed to safeguarding children and young people in our care and ensuring that they feel safe and are safe. We expect representatives of the organisation, regardless of their role or level of responsibility to support such an environment.</p>