



WILLETTON BASKETBALL ASSOCIATION Inc.

ABN 18 325 469 451

Home of the Willetton Tigers

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WILLETTON WA 6155

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PO Box 386
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POSITION DESCRIPTION

POSITION TITLE: Communications & Digital Officer

1. **STATUS:** Part – Time (25 hours a week – inclusive of some weekend and after-hours work)

2. **REPORTS TO:** WBA CEO

3. **KEY RELATIONSHIPS:**

WBA CEO & Administration Staff

Events & Volunteers Working Group

WBA Board

Basketball WA / NBL1

4. **OBJECTIVES**

To promote the activities, programs and competitions of the Association and ensure the consistent application of our new branding across all communication channels and customer touchpoints, including taking responsibility for the management of our new website, social media channels and direct communications.

5. **PRIMARY RESPONSIBILITIES**

As Communications & Digital Officer this is a hands-on role, focusing on creating and scheduling content to maximise engagement across our major social media channels and platforms (Facebook, Instagram, You Tube, Twitter, LinkedIn) as well as via our new website and bi-monthly newsletter publication, to create increased awareness and connection with WBA throughout the WBA and wider WA basketball community.

A focus on increasing the fan experience for our Willetton Tigers NBL1 West flagship teams by producing, managing and creating content related to NBL1 West that inspires and entertains a variety of audiences.

Develop and manage website content.

Develop digital content in consultation with relevant staff as it relates to each member's area of work, for website and social platforms.

In line with new branding guidelines, implement strategies to enhance the brands of the Willetton Basketball Association and our high-performance brand the Willetton Tigers.

Develop an optimal posting schedule, considering web traffic and customer engagement metrics.

This role will require you to work in/from the Willetton Stadium and involves attendance at all home NBL1 Game Nights throughout the NBL1 West season.

Engage with a broad range of stakeholders, across multiple areas.

- Take responsibility for the roll-out, management and execution of the Association's new branding across all customer touchpoints, ensuring brand consistency across every media platform including emedia as well as printouts, reports etc
- Develop and plan the marketing activity calendar
- Develop high quality, compelling marketing and communication campaigns including:
 - o planning and executing creative content that is engaging, relatable and meets our brand vision
 - o growing engagement with the NBL1 brand. Manage, plan and develop concepts on Live videos to engage with audience and build genuine interaction
 - o growing the profile of functions/hospitality business
 - o promoting our café offerings & specials
 - o promoting programs and upcoming events within the WBA
- In liaison with management, take responsibility for all signage and wayfinding at Willetton Stadium to ensure alignment with branding guidelines
- Manage and maintain the Association's website including design, content, analytics and structure.
- Manage the Association's social media channels
- Create and distribute all eDM communications
- Manage relationships with external service providers (including our creative agency and website agency)

6. ABOUT YOU

As a well-known and well respected NFP organisation, Willetton Basketball Association Inc. have a vision of creating a better journey for all our members and our values of Safe, Welcoming, Inclusive are at the forefront of how we operate and communicate.

This is an exciting opportunity for an enthusiastic, digital-savvy Communications & Digital Officer with solid experience in communications, marketing and content creation.

Ideally you will have or be working towards or have already completed a tertiary qualification in either marketing/communications/media/social media/public relations and/or other relevant field, with a portfolio of work.

Experience in using digital platforms to manage websites, eDM campaigns and social media channels would be welcomed.

You possess a proven ability to grow and manage community engagement. Strong copywriting skills with attention to detail; you also have experience in producing engaging video content and graphics.

A sound understanding of existing and emerging social platforms, and experience within a communications environment focusing on social media targeted to multiple audiences would be an advantage.

Core to your success will be your highly organised, proactive approach.

7. IDEAL SKILLS and REQUIREMENTS

1. Tertiary qualifications in either Marketing, Communications and/or Public Relations
2. Solid marcomms experience
3. Excellent communication and written skills
4. Effectively developed time management skills
5. Strong computer literacy
6. Experience using digital platforms to manage websites, eDMs and social media
7. Working With Children Check (WWC) (will be required to apply if not in possession of one)
8. Ability to work in a team environment
9. As per current WA State Government legislation, all employees of WBA are required to be fully vaccinated against Covid-19.