



POSITION DESCRIPTION	
Position Title	Communications and Digital Co-ordinator
Reporting to	General Manager, Marketing, Communications & Community
Employment Status	Full time
Location	Melbourne
Salary	\$60-70k (depending on experience and skills)

ABOUT COMMONWEALTH GAMES AUSTRALIA

Commonwealth Games Australia (CGA) is the national body responsible for Australia’s successful participation in the Commonwealth Games and the Commonwealth Youth Games.

Our purpose is to drive Australia’s success at Commonwealth Games and to create opportunities for communities to connect and celebrate the achievements of our athletes.

We work collaboratively with our member sports, stakeholders and other high-performance system partners to support Australia’s athletes in the pursuit of their sporting dreams.

CGA is embarking on a program of activities and events that will celebrate Australia’s Commonwealth Games history whilst looking forward to the 2021 Commonwealth Youth Games in Trinidad and Tobago and the 2022 Commonwealth Games in Birmingham.

PRIMARY PURPOSE OF THE ROLE

Two of CGA’s key strategic priorities are ‘Connecting with Communities’ and ‘Presenting a Powerful Brand’. The Communications and Digital Co-ordinator will work as a member of a small but dynamic marketing, communication and community engagement team in a role that will be critical in telling the stories of Australia’s participation in the Commonwealth Games, celebrating our heritage, whilst also telling the stories of the present and future stars of Australian sport.

Our organisation underwent significant and exciting change in lead up to the Gold Coast 2018 Games and is now ready to take the next step with an increased focus on our communications and digital channels.

The primary purpose of this role will be to provide timely, accurate and engaging content for the CGA audience, leading to growth across our digital channels. A key component of the role will be to create CGA’s own news channel, providing our existing and new audiences with regular news and information that entertains, engages, informs and educates on Australia’s rich Commonwealth Games history.

Therefore, a passion for and knowledge of Commonwealth Games sports and athletes, along with an interest in the history of the Games is essential. This position will play a key role in building interest, excitement and engagement with the Australian Team in the build up to and during the 2021 Commonwealth Youth Games in Trinidad and Tobago and the Birmingham 2022 Commonwealth Games.

This role will also be responsible for the activation of CGA branding across all communications and activities, and therefore strong graphic design and multi-media skills will be highly regarded to help bring our stories to life.

KEY RELATIONSHIPS

External	Internal
Member Sports (NSOs)	General Manager
Athletes – past, present and future	All Staff
CGA stakeholders	Board of Directors

KEY RESPONSIBILITIES	PERFORMANCE MEASURES
<p>DIGITAL</p> <ul style="list-style-type: none"> • Manage CGA’s digital assets • Manage and produce CGA website content to ensure currency and relevancy • Assist with development and then manage the roll-out of a content calendar for CGA’s digital channels in accordance with the communications strategy • Assist with the development of CGA’s image and vision archive and heritage projects • Assist with the development of strategies to effectively leverage the alumni database as a communications and engagement tool 	<ul style="list-style-type: none"> • Increase traffic and engagement on the CGA website • Growth of CGA social media audience numbers and engagement • Creation of new content across all platforms in an accurate and timely manner • Report monthly on key digital metrics
<p>COMMUNICATIONS</p> <ul style="list-style-type: none"> • Roll out of the communications and digital strategy • Create engaging content for all CGA audiences • Implementation and organisation of key communications to internal and external stakeholders, such as e-newsletters • Produce content for CGA publications 	<ul style="list-style-type: none"> • Work with the General Manager – Marketing, Communications & Community to ensure the effective roll out of all communications plans • Establish and maintain a regular direct communications channel with key stakeholders
<p>PUBLIC RELATIONS</p> <ul style="list-style-type: none"> • Assist with the preparation of media releases and other information for media. • Support external PR activities, including press conferences, media launches and athlete interviews 	<ul style="list-style-type: none"> • Utilise all available channels to promote the Australian Commonwealth Games Teams.
<p>GENERAL</p> <ul style="list-style-type: none"> • Organise and maintain an image library, vision and information and statistical library, and general media archive to preserve the history of the movement in Australia • Maintain the media contacts database • Monitor and collate media coverage • Analyse and report on the communications and digital program outputs • Assist with other duties or projects within CGA as directed by the CEO or General Manager from time to time. 	<ul style="list-style-type: none"> • A well organised library of information is developed that provides easy and secure access to digital assets and content • Establish and maintain media contact list. • Establish effective relationships with key stakeholders - NSOs, athletes etc.

POSITION REQUIREMENTS

Knowledge and Skills

- We require a multi-media whiz with skills across all digital platforms
- Must possess excellent writing skills for a variety of purposes and audiences
- Must be expert in the use of social media across all applications
- Strong graphic design skills and capacity across the Adobe Suite highly regarded
- Website management skills including use of CMS platforms such as WordPress.
- Video editing skills, will also be highly regarded

Qualifications and Experience:

- 2-5 years' experience in a similar role in a sporting organisation, agency or event organising committee
- Experience in similar communications role in the sporting industry
- Tertiary qualifications in journalism or relevant communications field well regarded

Behaviours and Attributes

- Exceptional attention to detail
- Ability to complete tasks to a high standard while meeting deadlines, often under time pressure
- A passion for sport
- Well organised and thorough
- Self-starter who able to work as part of a small, vibrant team and also autonomously
- Excellent communicator who enjoys a collaborative work environment
- Naturally identifies opportunities and issues and proactively acts to capitalise or resolve them
- Continually strives to improve processes and increase efficiencies

Apply for this role

Please provide a cover letter and CV via email to recruitment@commonwealthgames.com.au, along with a folio of relevant work across a combination of writing, social media, graphic design and video communications experience.

The folio can be in any form - via your own website, Dropbox, PDF or other electronic form. It should include:

- Examples of written work across a range of forms including event reports, website stories, event reports, features
- Examples of graphic design work including for social media, event collateral, websites
- Social media examples across various platforms
- Other multi-media work if applicable to your skill set

For further information please contact Commonwealth Games Australia on (03) 9453 9300

Applications close on Sunday 24th November 2019.

recruitment@commonwealthgames.com.au