

Media and Communications Manager



Position Description

Position:	Media and Communications Manager
Location:	Athletics House Level 2, 31 Aughtie Drive Albert Park VIC 3206
Basis:	Full Time
Department:	Commercial
Reporting relationships:	The role reports to the GM Commercial
Internal relationship:	All AA staff
External relationships:	Athletics community, contractors and suppliers
Approved by:	Chief Operating Officer
Date approved:	April 2018

Position Summary

The **Media and Communications Manager** is responsible for the development, positive positioning and ongoing management of the Athletics Australia media strategy and communications output.

Athletics Australia

Athletics Australia (AA) is the governing body for Athletics in this country. It is a National Sporting Organisation whose major partner is the Australian Sports Commission. It is responsible for all athletics activity, including high performance, participation, coaching, juniors, para-athletics, domestic and international Competition.

Athletics Australia has a critical role in leading, fostering and encouraging participation in athletics in Australia and promoting excellence in performance.

All employees are expected to behave in a way that is consistent with our organisational values. Our values are:

- Leadership
- Respect
- Integrity
- Inclusion
- Fairness
- Excellence
- Accountability and transparency
- Commitment

KEY RESPONSIBILITIES

- Develop and implement a refreshed media strategy and operating model, designed to reposition Athletics Australia as Australia's largest and most active participation sport.
- Manage the servicing of media and other communications opportunities to promote and develop the brand of Athletics Australia, it's athletes, coaches, programs and other properties, including on-site event management, creation and issuing of media statements and content pieces, speech writing, and identifying key messages.
- Lead the development and implementation of AA's social media strategy in including planning, execution and ongoing measurement.
- Together with the Marketing and Partnerships Manager, develop, execute and evaluate a range of national Athletics Australia campaigns (both internal and external) for key projects and initiatives, across all channels including digital and media relations.
- Together with the Marketing and Partnerships Manager, review, develop and implement a refreshed Athletics Australia digital communications strategy and annual program, including social media.
- Manage the execution of Athletics Australia broadcast program, including television and online.
- Manage Athletics Australia's relationships with athletes, athlete agents, managers and coaches to ensure the AA is established as a credible organization within the media and broader track and field community.

- Manage the budget and deliverables for relevant 3rd party agency relationships – including digital, media, creative, event production.
- Build and maintain strong relationships with Member Associations, ensuring a partnership approach to delivering shared outcomes.
- Build and maintain strong relationships with key industry stakeholders including the Australian Olympic Committee, Australian Paralympic Committee, Commonwealth Games Australia, IAAF.
- Manage relevant events and corporate hospitality arrangements.

WORKPLACE HEALTH & SAFETY

These responsibilities should be read in conjunction with the Organisation's Workplace Health & Safety policy and procedures:

- All employees should understand Workplace, Health and Safety (WH&S) principles and comply with the organisation's WH&S system;
- All employees should adopt safe work practices that comply with WH&S requirements and must not willfully place at risk the health & safety of any person in the workplace;
- All employees should participate in relevant WH&S meetings, training and other activities; and
- All employees must wear personal protective equipment as required.

SELECTION CRITERIA

- Tertiary qualifications in communications, PR or other relevant discipline
- Strong background and experience in the delivery of media programs and relationship management
- Excellent issues management & key message delivery skills.
- Experience in digital communication and content management across website and social media platforms.
- Excellent written and verbal communication skills and a strong sense of news
- High level event planning and delivery experience
- Demonstrated project management and project planning skills with excellent attention to detail
- Proven experience and ability to work with member and volunteer organisations
- Ability to operate to tight deadlines and under pressure
- Willing to travel internationally and domestically when required.
- Excellent Microsoft Office skills
- Sound marketing knowledge
- Excellent vision, planning and organisational skills
- Understanding of EEO and OH&S principles
- Current drivers license

Employee's Initials

Employer's Initials