



## **Communication Officer – South West Academy of Sport**

### **The Organisation**

The South West Academy of Sport was established in 2004 and is a not-for-profit organisation committed to providing opportunities for talented south West athletes to achieve excellence in their chosen sports. A representative Board of Management governs the organisation. The service area of the Academy currently includes the five municipalities of the South West; Corangamite, Glenelg, Moyne, Southern Grampians and Warrnambool. The South West Academy of Sport is supported by the Victorian State Government via the Victorian Institute of Sport under its Regional Academies program, and the position is based at the academy office located in Warrnambool.

### **Core Business of the Organisation**

The South West Academy of Sport provides talented regional athletes with access to coaching and education programs of excellence, assisting them to reach their full sporting and professional potential and enhance their access to pathways to State and National representation.

### **Level of Responsibility**

The position is classed as Grade 4 under the Sporting Organisations Award 2010, \*negotiable depending on the skills and knowledge of the applicant.

This position is Part Time – 15hrs per week

### **Job Description:**

We are searching for a talented and professional Communication Officer to assist with and expand our athlete's events, media and community programs. You will represent the South West Academy of Sport (SWAS) and assist the CEO and board with SWAS initiatives that increase the Academy's profile and visibility within the surrounding community.

You need to be self-motivated, enthusiastic and community-driven to take on this exciting role. This position requires someone equipped with a positive attitude and ability to work independently and as part of a small team.

### ***Key Responsibilities Include:***

#### **Communication**

- Represent SWAS positively with the local community and to young people, promoting the pathways and services offered
- Assist in the organisation and communication of relevant SWAS events including athlete education sessions, training activities, community events and promotions
- Communicate and liaise with athletes and coaches on regular community engagement opportunities and media opportunities

#### **Community Engagement**

- Assist with the implementation and evaluation of a Community Engagement Strategy
- Together with the CEO, assist in maintaining the SWAS website and utilising social media to develop opportunities for youth engagement and service promotion

## **Position Description Communication Officer – South West Academy of Sport**



### **Athlete Engagement**

- Participate in planning and development of athlete education series
- Maintain a calendar of athlete education and engagement services, including community events, workshops, presentations and other engagement opportunities
- Assist in the development and design of events for target groups to increase the profile of SWAS and deliver key messages and values
- Assist in the promotion and development of athletes

### **Work style, attributes, and attitudes**

- Adaptable and willing to embrace innovation and change
- Works positively, effectively and sensitively with a wide range of people
- Models SWAS's values and behaviours
- Works to deadlines
- Outcome oriented
- An open and transparent communicator

### ***QUALIFICATIONS, SKILLS AND EXPERIENCE***

#### **Desirable**

##### Experience

- Familiarity in writing communications such as press releases, media releases, annual and organisational reports
- Demonstrated ability to co-ordinate, evaluate and assist with community/ youth programs or events
- Experience in generating website content and digital media content for promotional purposes
- Capability to create and coordinate media opportunities
- Understanding of event coordination including liaising with external contractors

##### Skills and Abilities

- Outstanding communication skills, both verbal and written
- Knowledge and skills in digital media and development of website and social media content
- Event organisation and co-ordination skills
- Advanced computer skills including word processing, spread sheets and database applications
- Organisational and time management skills with the ability to prioritise and manage multiple and competing work tasks and deliver to agreed deadlines

##### Knowledge and Qualifications

- Suitable qualification in communication, journalism, media, administration or similar
- Knowledge of digital media technologies
- Knowledge of the structure and systems associated with high performance sport is desirable
- Hold a valid Working with Children Check

Key Result Area	Accountabilities	Outcomes	KPI	Weighting
<b>Communication</b>	Community Engagement	Timely and accurate information through SWAS communication tools including digital and social media, websites and annual report	Weighted average on annual stakeholder satisfaction survey	15%
	Media profile	Consistent media opportunities aligned with SWAS vision and purpose are realised.	Percentage of annual media target reached	20%
	SWAS events	SWAS events positively represent SWAS values, brand and vision.	Management assessment of presentation, events and functions plus feedback from attendees.	10%
	Internal Communication	Coaches and staff are provided timely and accurate information around SWAS events	Coaches and staff satisfaction with support provided in preparation for training and events	10%
	Advocacy of Brand	Development of branding confidence and pride	Board assessment of brand presentation and achievement of specific brand presentation targets	15%
<b>Athlete Engagement</b>	Pathway development	Understand and support the progress of each athletes sporting pathway	Progression of athletes from local to national representation	10%
	Athlete promotion	Assist in the identification and promotion of each athlete	Athlete numbers against yearly performance standards	10%
<b>Staff</b>	Professional conduct	Personal compliance with SWAS Policies and Procedures	Policies and procedures are followed resulting in no instances of non-compliance	10%