



POSITION DESCRIPTION

Date

Updated December 2015

Prepared by:

Ashley Carr

Position Title:	Marketing and Media Trainee
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Incumbent:	Kasey Stephenson
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Program/Dept:	Communications & Marketing Services team	Reports to:	Marketing & Media Coordinator
Functional Budget	n/a	Direct Reports:	n/a
Location/s:	VIS, Lakeside Stadium		
Employment Status:	12 month placement, 8-12 hrs per week		

Primary Purpose of Position
The role of the Marketing & Media trainee is to assist in the implementation and delivery of VIS marketing and communication activities, as well as general administration tasks.

Responsibilities and Measures	
Task	Measures and Outcomes
Under direction, assist with designing, developing, editing and mailing VIS publications, including Sports Express, the Pinnacle Magazine and Annual Review: <ul style="list-style-type: none"> ▪ Generate appropriate content ▪ Open lines of communication between coaches, athletes and staff to ensure relevant information is collected ▪ Maintain an accurate database of all people associated with the VIS for all publication mail outs 	<ul style="list-style-type: none"> ▪ Accurate content submitted within nominated timeframe ▪ Increased number of subscribers to Sports Express ▪ Less than 2% return rate on mail outs
Assist in maintaining and developing digital marketing activities including VIS website and social media platforms: <ul style="list-style-type: none"> ▪ Research and generate appropriate content and open lines of communication between coaches, 	<ul style="list-style-type: none"> ▪ Provide accurate content ▪ 3-5 daily posts per social media platform

<p>athletes and staff to ensure accurate information is communicated</p> <ul style="list-style-type: none"> ▪ Assist in developing VIS social media platforms and management of Hootsuite system; <ul style="list-style-type: none"> - Research appropriate feature stories, provide weekly list of updates to pre-schedule via Hootsuite and produce quality statistics and reports as required ▪ Weekly updating of VIS public website (news articles, athlete profiles and sports pages) to ensure Search Engine Optimisation (SEO) 	<ul style="list-style-type: none"> ▪ Contribute to increasing number of followers on all VIS social media platforms ▪ Quality statistics and reports provided on a regular basis
<p>Assist in raising the profile and prestige of the VIS brand:</p> <ul style="list-style-type: none"> ▪ Generate media stories to raise community awareness of VIS programs, athletes and staff ▪ Measure, evaluate and report VIS media reach ▪ Assist with media shoots, launches and events 	<ul style="list-style-type: none"> ▪ Proactively pitch VIS stories to media contacts ▪ Quality statistics provided on a regular basis ▪ Provide media analysis reports and organise media clippings ▪ Contribute to deliver successful events, promotions and launches
<p>Provide general support with Marketing initiatives, as required including</p> <ul style="list-style-type: none"> - event coordination - resource development - assist with maintaining marketing databases - assist with formulating marketing strategies 	<ul style="list-style-type: none"> ▪ Willingness to undertake additional projects and implement tasks

General Performance Indicators

Achievement of website and social media benchmarks
Adherence to timelines and production dates
Accurate media monitoring and evaluation
Accuracy of the VIS database
Contribute to the achievement of the targets as identified for the Communications and Marketing team in the VIS Strategic Plan

Relationships

With	Purpose
Marketing & Media Coordinator	To oversee the day to day operations of the role.
VIS Marketing and Community Projects Coordinator	Work as an effective member of the marketing team with the VIS Marketing and Community Projects Coordinator

Liaison with VIS Coaches and service providers	To promote athletes and programs and to identify and select athletes for training and delivery of CAMS projects
Athletes	Proactively engage with athletes to identify and select individuals for training and delivery of CAMS projects and objectives
Media	Delivery and publication of VIS-related stories
Sponsors	To effectively deliver sponsorship leveraging activities that meet objectives.

Core Competencies* & Personal Qualities

Essential

Competencies Qualities

Communication Task Management Flexibility Attention to Detail Time Management	Innovation Decision Making Negotiation Skills Athlete Welfare	Initiative Planning Team Work
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Desirable

Competencies

Qualities

Accountability	Vision	Problem Solving	
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Qualifications

Essential

Marketing, media or communications degree (or equivalent) or progression towards qualification

Experience and Skills

Essential

Well-developed written and administration skills
Experience in the utilisation of social media
Excellent computer literacy skills
Well-developed interpersonal and communication skills
Self-motivated and ability to work independently
Sound organisational and planning skills, which are complemented by attention to detail
Experience in database management
Good knowledge and understanding of the sports industry
Ability to work effectively with athletes, coaches and corporate organisations
Good understanding of the Australian media landscape
Ability to work under pressure and meet tight deadlines

Desirable
Experience with graphics packages such as Illustrator, Photo Shop, Gimp
Experience of CMS to update websites
Sound media networks