



BASKETBALL SOUTH AUSTRALIA

Position Description

Position Title:	Marketing and Communications Manager
Terms:	38 Hours Per Week
Location:	House of Basketball Office
Reports To:	Operations Manager
Relationships	<ul style="list-style-type: none">• Senior Leadership Team• Basketball SA Staffing Team• Marketing and Communications Advisory Group• Digital Content Officer• Basketball SA Members and Stakeholders
Date Last Revised	January 2022

1. Organisation

Basketball South Australia (BSA) exists to provide leadership and a State-wide framework for affiliated member associations and clubs to grow and develop the sport of basketball for all participants.

2. Purpose of the Position

The Marketing and Communications Manager will work closely with the Operations Manager to:

- Develop and implement a statewide marketing and brand strategy
- Develop and implement a statewide communications plan
- Build profile and awareness and elevate the voice and programs of basketball in SA by partnering with our internal and external stakeholders on communication, development and partnership opportunities.
- Provide communications support to members, volunteers and staff involved in the delivery of multiple state wide basketball programs.
- Support and promote the BSA team values
- Ensure Basketball SA's values underpin all projects and operations with alignment to the pillars of the Strategic Plan to assist in achieving strategic goals.

3. Duties/Responsibilities

Marketing and Communication

- Develop and manage Basketball SA's communication values, standards and systems to ensure continual improvement in programs and service delivery
- Develop, implement and maintain communication, marketing and brand strategies and plans
- Provide executive support to the Marketing and Communications Advisory Group
- Develop clear communication branding for key areas of the organisation
- Be an integral part of the business planning process and contribute to the ongoing evolution of Basketball SA's business plan
- Develop and oversee campaigns that support Basketball SA initiatives
- Collaborate with BSA staff and stakeholders to effectively promote and communicate initiatives including media releases
- Assess audiences to establish appropriate communication channels and develop content to meet different needs for a diverse range of community basketball programs, activities, events and functions
- Continuously challenge the messaging and channels to keep communication content fresh
- Champion new, creative ideas through well structured, well-supported strategies to build participation and engagement
- Create and manage the organisations social media strategies and content with an understanding that social media is 'always on'
- Oversee the management and ongoing development of the organisation's websites
- Provide education, training and guidance to members and staff on marketing, communication and social media strategies and approaches
- Deliver regular proactive, timely and informative information to key stakeholders
- Work with staff and members to identify and develop publicity opportunities
- Liaise with WNBL and NBL Basketball Clubs on engagement and promotion initiatives.
- Lead and deliver an integrated communication strategy and provide communication data analytics and reporting for Basketball SA branded programs which include:
 - Metro Social Basketball League (MSBL) – Super League
 - Metro Social Basketball League (MSBL) – Senior
 - Metro Social Basketball League (MSBL) – Mini
 - Metro Social Basketball League (MSBL) – Inclusive
 - Metro Social Basketball League (MSBL) – Wheelies
 - Metro Social Basketball League (MSBL) – Walkers
 - Metro Social Basketball League (MSBL) – 3x3
 - Metro Social Basketball League (MSBL) – Corporate
 - Metro Social Basketball League (MSBL) – Midnight
 - Metro Social Basketball League (MSBL) – Masters
 - NBL1 Competition
 - Female Participation Strategy
 - Indigenous Basketball
 - Adelaide Lightning WNBL social media agreement

- Basketball SA Managed Facilities
- Special events and functions

Event Management

Deliver a communications strategy for events and functions and provide practical support to assist in the overall coordination and delivery of events, including but not limited to:

- NBL1 Season Launch and end of season NBL1 Halls Woollacott Gala Dinner
- Basketball SA Hall of Fame Dinner
- Basketball SA Referees Dinner

4. Performance Indicators

- Support implementation of the BSA Marketing Plan
- Establish and oversee brand and style guides
- Establish and deliver a communications plan to promote the annual calendar of events
- Expand the reach and increase social media participation across membership through effective communication, stakeholder liaison and promotion
- Deliver accurate, informative, and up to date website, social media and newsletter information.

5. Selection Criteria

- A relevant tertiary qualification in Marketing and Communications.
- At least 3 years' experience in communications management
- Excellent oral, written, interpersonal and facilitation skills
- Exceptional attention to detail
- Effective time management
- Demonstrated ability to prioritise and deliver on competing priorities
- Knowledge and experience in digital content creation and delivery, including website platforms
- Demonstrated ability to forge connections and collaborative partnerships with people from a wide variety of backgrounds
- Willingness to work and travel outside of hours
- Interpersonal and relationship-building skills to keep their staff and volunteers motivated
- Customer and solution focused
- Forward-planning and strategy skills
- A current Working with Children Clearance
- A current Driver's license and roadworthy motor vehicle

6. Other information

The agreed salary will take into consideration an ordinary span of hours from 8am to 11pm, Monday to Sunday and relevant skills and experience.

You will on occasions, be required to attend events as a representative of Basketball SA. Your conduct and appearance should reflect the role of ambassador and your activities set an example to other employees.

Basketball SA has a Secondary Employment Policy that applies to all Basketball SA employees.