



BASKETBALL SOUTH AUSTRALIA

Position Description

Position Title:	Digital Content and Social Media Officer
Terms:	Full time
Location:	314 South Road, Richmond SA 5033
Reports To:	Communications and Events Manager
Relationships	Integrity, Innovation and Compliance Manager Basketball SA Team Basketball SA Members and Stakeholders
Date Last Revised	November 2023

Organisation

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

Purpose of the Position

This position delivers outcomes in digital marketing, communications, and management of social media platforms to promote Basketball SA programs, initiatives, and competitions. This position drives the implementation and management of Basketball SA and NBL1 digital platforms with a customer-first approach. The role aims to create and develop engaging content for targeted audiences across a wide range of internal and external stakeholders. An important focus of the role includes telling the story of Basketball in South Australia, our services, programs, and initiatives we provide to our members.

Duties/Responsibilities

- Management of all platforms across Basketball SA and NBL1 Central including websites, EDM's and social media.
- Produce content for all platforms, ensuring a consistent on-brand experience.
- Under the leadership of the Communications and Events Manager, assist with the delivery of promotional requirements for our stakeholders, partners and sponsors.
- Assist with the development and delivery of digital marketing plans across Basketball SA and NBL1 platforms.
- Track, optimise and analyse digital activities and deliver periodical reporting of organisation's digital channels, against targets, along with trends and analysis.
- Under the direction of the Communications and Events Manager, deliver marketing plans and strategies, including building and executing online social media strategies, campaigns and developing business collateral.
- Manage the day-to-day needs of Basketball SA and NBL1 digital channels, with a customer-first approach including:
 - Managing and responding to social media interactions
 - Website management, ensuring content and news is engaging with target audiences, and updated in a timely manner
 - Review and tracking of website performance using Google Analytics or similar products
 - Social media management of core platforms including Facebook, Instagram, Tik Tok & Twitter
 - EDM management and scheduling, with ongoing optimization and review
 - Researching and writing engaging, and relevant content/captions across social media and online news articles
- Assist in the overall coordination and delivery of digital assets and support the Communications and Events Manager in the following events:
 - NBL1 Season Launch
 - Special events
 - NBL1 Halls Woollacott Awards Dinner
 - Basketball SA Hall of Fame Dinner
 - Basketball SA Officials Dinner
 - State Championships
 - NBL1 finals
 - Other Camps, Projects, Tournaments and Events as required.
- Monitor social media accounts outside of hours in conjunction with Communications and Events Manager.
- Monitor Basketball SA Contact email under the guidance of the Communications and Events Manager.
- Grow Basketball SA brands in a dynamic and innovative way through best practice initiatives, advocacy, engagement, and first-class customer experience methodologies.
- Assist with the development of campaigns that support Basketball SA initiatives.
- Collaborate with BSA staff and stakeholders to effectively promote and communicate initiatives including media releases.
- Ensure effective management of risk and compliance regarding digital systems and privacy.
- Keep up to date with digital trends to contribute to recommendations and improvement opportunities.
- Any other reasonable duties within the Employee's capabilities are expected to be undertaken as directed from time to time.
- Promote the vision, purpose, values, and behaviours of Basketball SA

Performance Indicators

1. Design contemporary, accurate content & collateral under the direction of the Communications and Events Manager.
2. Deliver according to the schedule appropriate content and materials, EDMs and website content.
3. Overall social media followers of Basketball SA.
4. Facebook Content Engagement, Post likes & Page Reach.
5. Develop a Basketball SA Twitter account.
6. Grow Twitter mentions & Retweets.
7. Manage Instagram Account Impressions, Reach and Followers.
8. Increase LinkedIn Post Shares & Engagement Rates.
9. Manage Basketball SA YouTube Channel & grow YouTube subscribers.
10. Maintain WSC Software for NBL1.
11. Manage and update the Basketball SA website as directed by the Communications and Events Manager.
12. Provide timely assistance to the Communications and Events Manager.
13. Support the planning and running of Events.
14. Produce video news reels and video editing for Basketball SA functions and events.
15. Plan of social media schedule and content.
16. Under the direction of the Communication and Events Manager, provide support to third party photographers and videographers.
17. Maintain regular and accurate metrics reporting.
18. Research and present innovative ideas to promote initiatives and increase engagement.

Selection Criteria

Essential;

- Commitment to Basketball SA's values and behaviours
- Ability to prepare quality and accurate written communication, correspondence and reports
- Have strong communication skills and the ability to work with a range of people/stakeholders
- Good working knowledge of Facebook, Twitter, Instagram and LinkedIn
- Experience using WordPress or similar
- Proficient in Canva
- Experience with Adobe/InDesign Photoshop
- Experience with Google Analytics
- Experience with Video editing and development
- Experience with EDM platforms such as Brevo/Mail Chimp
- Understanding of the Windows operating environment
- Strong attention to detail and accuracy in performing tasks
- Excellent presentation skills
- Ability to prioritise tasks and work independently and as part of a broader team
- Preparedness to be flexible with respect to work hours
- Current Working with Children Check
- A current Driver's License

Desirable;

- Tertiary qualification in Social Media, Marketing, Design, Communications or similar
- Minimum 1 – 2 years' experience in a similar role
- Experience with Google AdWords and Search Engine Marketing (SEM)
- Understanding of Search Engine Optimisation (SEO)
- An understanding of the sporting landscape in SA

Other Information

The successful applicant will take into consideration an ordinary span of hours from 8am to 11pm, Monday to Sunday.

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

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