



**WACA**  
WESTERN AUSTRALIAN  
CRICKET ASSOCIATION

## Western Australian Cricket Association Job Description

<b>Position:</b>	<b>Communications Coordinator (Temporary)</b>
<b>Department:</b>	Commercial, Marketing and Communications
<b>Manager:</b>	Communications Manager
<b>Role Purpose:</b>	To provide an accessible and effective liaison between the WACA's Communications and Community Cricket departments. Helping to create content and identify stories for the WACA's digital channels and media with a focus on grassroots cricket.
<b>Document Date:</b>	October 2018

### Strategic Goals linked to this position

- *No. 1 for growth of Fans and Members – we will deliver an outstanding experience to our Members and Fans through innovation, customer service and systems*
- *No. 1 for participation growth and volunteer engagement – we will create the best participation experiences to grow junior cricket*
- *We will be the leading sport for women & girls and all diversity groups*
- *We will promote cricket to inspire a love of the game in WA*
- *We will use technology to deliver great experiences for Members, fans, participants and volunteers*

### Key Responsibilities

- Act as the liaison between WACA's Community Cricket department and the WACA's Communications team
- Proactively identify newsworthy angles within grassroots cricket and work with external media to generate coverage opportunities
- Identify opportunities in non-sports media to share stories and promote interest and participation in the game
- Produce content focused on diversity, females for WACA and Perth Scorchers digital channels
- Develop, manage and deliver WACA Community Cricket communications and publications
- Ensure execution of and adherence to commercial/branding/partnership obligations in all cricket media and communications activities
- Work with WACA Marketing department to ensure Community Cricket's Marketing needs are met
- Coordination of the Community Cricket Social Media channels

- Undertake other associated duties and projects consistent with the responsibilities of the position

### Key Stakeholders

- WACA Internal Departments
- WA Community Cricket Stakeholders
- Media
- Cricket Australia

### Child Protection

It is your duty to comply with Western Australian Child Safety Standards which are designed to protect the welfare of children involved in the sport of cricket. As part of your duty, you must recognise that children need special care and attention that you will provide as you will be committed to protecting and prioritising the safety of children.

### Governance

It is your duty to comply with the Western Australian Cricket Association policies and procedures which set out governance standards and manage risks for our organisation. You are responsible for being aware of and complying with the policies and procedures.

### Duties under Workplace Health and Safety Requirements

We are committed to protecting the health, safety and wellbeing of all of those that work with us. Your duties are to:

- Comply with all WACA policies, procedures and relevant legislation;
- Comply with all reasonable instructions from managers in relation to health and safety;
- Take reasonable care of your own health and safety;
- Ensure your actions or omissions do not adversely affect the health and safety of other persons;
- Report any hazards, near misses and incidents to your manager and complete the required formal report mechanism;
- Complete relevant health and safety training.

### How We Play – Key Behaviour Indicators



#### **BE REAL**

WE'RE REAL ABOUT CRICKET'S FUTURE

Show respect, talk straight.

Never be afraid to challenge or be challenged.



#### **SMASH THE BOUNDARIES**

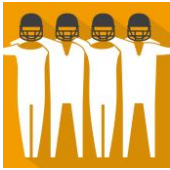
GO FOR IT...CHANGE THE WORLD

Innovate. Be comfortable being uncomfortable.

Challenge the status quo without fear of failure.



**MAKE EVERY BALL COUNT**  
BE RELENTLESS... PLAY TO WIN  
Do what you say. Deliver.  
Make Decisions.



**STRONGER TOGETHER**  
GO FURTHER... COLLABORATE.  
Embrace diversity. Listen. Customer's voice 1st.  
Do what's best for cricket.

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## Key Position Requirements

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**Essential Qualifications:** Degree in Communications, Journalism or other relevant field

**Essential:**

- Strong editorial writing skills
- Ability to work to deadlines, communicate effectively while maintaining a flexible approach and contributing to a team environment
- Strong organisational and time-management abilities and strategies
- Understanding and acceptance of the in-season and often abnormal demands of community sport
- Ability to form strong relationships across the organisation at all levels
- Highly developed Microsoft Office computer knowledge and skills
- 'C' class driver's licence and own reliable transport

**Desirable:**

- Experience with content management systems and proficiency in Photoshop, video production and editing
- Strong knowledge of cricket

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## Acknowledgement

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The list of key responsibilities are not intended to be all inclusive and may include additional responsibilities as required and assigned.