
Position Description

Intern – Digital
Communications and
Events

Updated: September 2016



Job Advertisement

Cricket ACT is responsible for leading and growing cricket throughout the ACT and region. Our vision is to be the number 1 sport in the ACT region.

Period: 6 months	Hours: Part time
Locations: Canberra	Reports to: Communications and Events Manager

To support this mission Cricket ACT is now seeking an energetic and innovative graduate to support its competition management and special event functions. This newly created position will be responsible for the delivery of three key components:

1. Digital Communications – support the delivery of web and social media based communication content
2. Media Production – support the delivery of Cricket ACT photography and video content
3. Events – support the delivery of Cricket ACT functions and Cricket Australia matches

Whilst reporting to the Communications and Events Manager the position will work closely with a number of Cricket ACT staff members and receive mentoring over the duration of the position.

To be successful in this role it is essential you have:

- University qualifications or currently enrolled in a relevant university course.
- Work experience in a relevant field
- Ability to show initiative and generate multimedia content
- Outstanding interpersonal skills with an ability to motivate, communicate and positively influence players and other stakeholders.
- Outstanding organisations skills with the ability to work to deadline.
- A willingness to engage with a broad stakeholder group including staff, CA, media and fans as appropriate.
- A passion for the role and desire to enhance the profile of Cricket ACT

To apply or obtain a position description please email Belinda.hotere@cricketact.com.au or phone 0405238721.

Applicants should provide a cover letter and their CV.

Closing Date: Friday 28th October 2016

Intern – Digital Communications and Events	
Position Details	
Department: Commercial and Events	Positions Reporting to this Position: Nil

Purpose of the Position

The position of Intern – Digital Communications and Events will support three portfolios of Cricket ACT;

4. Digital Communications – support the delivery of web and social media based communication content
5. Media Production – support the delivery of Cricket ACT photography and video content
6. Events – support the delivery of Cricket ACT functions and Cricket Australia matches

Organisation Environment

Cricket ACT is the peak sporting organisation responsible for the governance, development, promotion and administration of cricket throughout the Australian Capital Territory.

The vision for Cricket ACT is for cricket to be the number 1 sport in the ACT and region.

To achieve this vision, Cricket ACT has five strategic imperatives:

- Enhance the profile and popularity of cricket in the ACT
- Become the number 1 hot spot for talent in Australian Cricket
- Increase participation substantially and inspire the next generations of ACT players, fans and volunteers
- Provide world class leadership and unify all stakeholders of the game
- Grow investment and effectively allocate resources

Selection Criteria/Position Requirements

Knowledge, Skills & Experience

- Undertaking or completed tertiary education in either communications, media production or event management
- Display confident and effective written and oral communication skills
- Knowledge in social media and digital marketing
- High level of ambition in communications and events
- Ability to show initiative to generate original digital content
- Strong work ethic
- Ability to establish and maintain effective working relationships.
- Ability to be creative with verbal and photographic material to accompany news items
- Ability to work to deadlines, maintain a flexible approach and contribute to a team environment
- Experience in Adobe Photoshop
- Experience in Microsoft Office

Key Responsibilities

Key Responsibility Areas	Key Tasks
I. Digital Communications	<ul style="list-style-type: none"> • Monitor and update Cricket ACT the social media accounts • Work with Cricket ACT Communications Team to implement weekly digital communications plans • Work with Cricket ACT and Cricket Australia staff to deliver multiple digital communication strategies • Write news articles to be hosted on the Cricket ACT website • Organise imagery to accompany featured news items • Actively seek news items from Cricket ACT staff that can be promoted across social media channels
II. Media Production	<ul style="list-style-type: none"> • Work with the Cricket ACT Design Manager to take photographs at events • Set up and pack down video production tools for CCTV segments • Produce video and audio files for the CCTV online channel • Complete phone interviews with interstate cricketers for the Communications Team to use in web articles • Provide assistance to media personnel during Cricket ACT events including international fixtures
III. Events	<ul style="list-style-type: none"> • Produce and distribute event day operational procedures, plans and run sheets to event stakeholders • Participate in event planning, briefing and debriefing meetings including preparing, distributing and managing agendas and action items • Maintain the accreditation system, ensuring it is up to date and relevant stakeholders are provided with information in a timely and accurate manner • Provide the Events Manager with details of all event day issues and complaints in a timely manner • Maintain and update all event records and reports • Recruit, select and manage event volunteers ensuring maximum retention • To co-ordinate special projects undertaken by the organisation as required

Performance Measures

- Performance of events at Manuka based on delivery of Cricket Australia Service Level Agreements

Key Challenges

- Produce innovative digital content to increase and showcase the reputation of Cricket ACT to the Capital Region
- Use multiple media platforms to highlight Cricket ACT news and events, reflecting Cricket ACT's vision to be the number 1 sport in the Capital Region
- Think creatively in the delivery of news and events to engage effectively with different targeted publics

Key Working Relationships

1. ACT Management and staff
2. Cricket Australia Events Team
3. Cricket Australia Media and Communications Staff
4. ACT Premier and Junior Clubs