



Cricket ACT Job Description

Position:	Communications, Media and Events Manager
Department:	Communication and Events
Manager:	Chief Executive Officer (Cricket ACT)
Direct Reports:	N/A
Role Purpose:	<ol style="list-style-type: none">1. Cricket ACT - Delivering a range of internal and external communication activities for the benefit of Australian Cricket and Cricket ACT. These functions include media management, coordinating Cricket ACT's corporate communications and ensuring the organisations digital strategy remains responsive to changing stakeholder needs, technology developments and industry practice.2. Cricket ACT - Planning and delivering International, Domestic and local events to achieve pre-determined objectives, timelines and budget, as well as supporting the CEO as required.
Document Date:	June 2019

Strategic Goals linked to this position

- We will be leading sport for women and girls
- We will be a high-performance hot spot for cricket in Australia
- People and culture are our top priority
- We will attract further domestic and international cricket to Canberra and celebrate our proud history.
- We will promote cricket to inspire a love of the game
- We will use technology to deliver great experiences for participants, fan and volunteers

Key Responsibilities

Communications and Media Management

Media

- Primary contact between Cricket ACT and media driving the strategy to maximise coverage and SOV
- Issue management and media monitoring
- Research, develop and create media releases to sent to external media contacts
- Prepare briefing documents for key personal prior to media opportunities

- As required, attend fixtures (male and female) and manage daily media requirements, including operational requirements and pre and post-match conferences
- Manage the delivery of media arrangements (including accreditation) for International and Domestic cricket as per the agreement with Cricket Australia
- Issue management and monitoring

Publications and Communication Streams

- Research, plan, develop, recommend, write and proof read a range of corporate publications and other promotional material including:
 - Annual report
 - Internal communications
 - E-Newsletter (monthly)
 - Match and Fixture booklets as required
 - Special event magazines as required
- Provide advice and support to internal staff regarding department communication materials
- Research, develop and write speeches for key announcements, events for Chief Executive Officer and CACT Chairman
- Marketing support aligning with the strategic priorities of Cricket ACT i.e. ACTive Academy

Digital Activities / Online Presence

- Develop and manage Cricket ACT's website and social media channels
- Create engaging content for digital platforms including graphics and video
- Grow audience and reach
- Monitor and report on trends
- Provide leadership and guidance for departments and affiliates regarding web content
- Develop CACT digital/social media strategy
- In collaboration with the General Manager – Commercial, assist in the development of the new CACT digital app
- Develop CACT digital policies and procedures

Teamwork and Collaboration

- Provide internal advice to staff to ensure agreed communication strategies are implemented and consistency of brand is maintained
- Initiate and maintain communication contacts and networks within and external to CACT
- Establish relationships with key relevant external stakeholders through regular liaison, consultation and negotiation
- Work with all departments to identify opportunities to promote Cricket ACT activities, programmes and service
- Actively contribute to the development of the communications budget and department work plan
- Day to day supervision of Interns

Sydney Thunder W/BBL

- Assist with the coverage of regional W/BBL matches/activities held in Canberra
- Manage W/BBL and Regional BBL pre-match and post-match media opportunities during Canberra fixtures
- Work with Sydney Thunder staff to promote the club's products and partners in regional NSW and ACT

General, Planning & Administration

- Develop communication and media business plans and strategies
- Assist in the formulation of the department's annual work plan
- Assist in creation of templates and guidelines to ensure consistency and continuity across the organisation

- Together with General Manager, ensure that all sponsor commitments are achieved
- Maintain accurate and concise records, including communications database

Event Management

Accreditation Manager – ACT

- Report to the Cricket Australia Accreditation Manager to ensure all accreditation requirements for ACT are met
- Perform the role of Accreditation Manager – ACT and ensure all required personnel have the appropriate level of accreditation for required matches held in the ACT

T20 World Cup

- Ensure all Canberra based fixtures are presented in a professional and co-ordinated manner
- Liaise and coordinate with Cricket Australia and the ICC on match presentation and budgets for Women's World T20 trial matches and official fixtures
- Deliver touring team receptions and liaise with CACT Operations team to ensure training requirements are delivered
- Maximise promotional opportunities for Cricket ACT around these fixtures to elevate the status of cricket in the region and inspire increased participation

International Cricket

- Ensure all fixtures are presented in a professional and co-ordinated manner and meet the requirements of the Service Level Agreement with Cricket Australia
- Liaise and coordinate with Cricket Australia on match presentation and budgets for Men's and Women's International and PM's XI matches
- Deliver touring team reception events including but not limited to a PM's breakfast, Men's and/or Women's International reception in collaboration with Lords Taverners.
- Maximise promotional opportunities for Cricket ACT around these fixtures
- Provide marketing support to Cricket Australia international fixtures as required.

Cricket ACT Events

- Responsible for the coordination and delivery of the ACT Cricket Awards night, Season Launch, partnership launches and events
- Liaise with venue operators on the requirements for allocated domestic matches
- Ensure records, events databases and documents are current and accurate and well presented
- Manage costs to ensure they are in line or below budget projection
- Establish a seasonal match plan for non-first class matches

Key Stakeholders

Internal

- Chief Executive Officer - CACT
- General Manager – Commercial, Competitions and Operations - CACT
- Media and Marketing Communications Manager - Sydney Thunder
- General Manager - High Performance - CACT
- Cricket ACT staff

External

- Cricket Australia State Event Manager
- Cricket Australia Communication's Manager
- Media outlets, journalists and radio presenters
- Venue Managers
- Suppliers

- Other state associations
- Corporate partners

Child Protection

It is your duty to comply with Australian Cricket's Looking After Our Kids for Australian Cricket Personnel and Australian Cricket's Commitment Statement to Safeguarding Children and Young People, designed to ensure the safeguarding of children and young people involved in the sport of cricket. As part of your duty, you must recognise that children and young people require special care and attention in order to feel safe and you will be committed to protecting and prioritising the safety of children and young people involved in Cricket ACT programs and services.

Governance

It is your duty to comply with Cricket ACT's 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 Cricket ACT's 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.



CLEAR 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 RESOURCEFUL... 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.

Key Position Requirements

Qualifications

- Tertiary qualifications or relevant experience

Essential

- Demonstrated experience in a media and communications role
- Proven ability to write and edit media announcements, speeches and online content
- Demonstrated verbal communication skills, strong interpersonal skills, and the ability to liaise and negotiate with senior management, journalists, media organisations and other stakeholders
- Intermediate to High knowledge of Adobe Creative Suite (Photoshop, Premier Pro in particular)
- Collaborative and team focussed working style
- Experience using social media and other new technologies to broaden the reach of Cricket's message
- A proactive, positive and energetic attitude
- An ability to show initiative and strong problem-solving skills
- Ability to work both autonomously and as part of a small team
- An ability to work well under pressure
- Good interpersonal and communication skills
- Computer literacy skills
- Highly organised with strong attention to detail and time management skills
- High level of ambition
- Strong work ethic
- Ability to establish and maintain effective working relationships

Desirable

- Experience working within sporting, events or communications industries will be highly regarded

Acknowledgement

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

Document Date - 24 June 2019
