



Digital & Design Coordinator Position Description

JOB TITLE Digital & Design Coordinator

DATE 27th July 2021

TYPE Employee - Casual

REPORTS TO General Manager

Organisational Context

Southern Peninsula Basketball Association

The Southern Peninsula Basketball Association (SPBA) is the largest not-for-profit sporting organisation on the Mornington Peninsula. Our objective is to administer the sport of basketball from Mornington to Sorrento. Providing an avenue for its players, coaches, officials and administrators to participate and develop through organised competitions and development programs.

Southern Peninsula Basketball Association represents our members of all skill levels, abilities and ages. We provide a range of services, including competitions, development programs, high performance programs and further development opportunities for our players, coaches, referees, administrators and volunteers. We pride ourselves on our community involvement in the wider Mornington Peninsula region. These services/programs focus on providing development opportunities in a fun, safe and engaging environment. SPBA operates across multiple venues, including Dromana, Rosebud & Sorrento.

Southern Peninsula Basketball Association is governed by a Board of Management primarily elected by the members and it holds affiliation and accreditation with Basketball Victoria.

Further information about Southern Peninsula Basketball Association, its programs and services are available on the Southern Peninsula Basketball Association website at www.sthpen.com.au.



03 5981 0347



Dromana Basketball Stadium
Old White Hill Road, Dromana
Hillview Stadium
Boneo Road, Rosebud



www.sthpen.com.au
PO Box 122 Dromana, 3936



Our Values

We are RESPECTFUL

We show respect to every person and organisation (both internally and externally) that we interact with. Our respectful behaviour earns the respect of others for all that we do as individuals and as an Association.

We are INCLUSIVE

We are welcoming to all supporters, players, coaches and other stakeholders from any background and have a commitment to positively contributing to the Community.

We act with INTEGRITY

We are honest and genuine in all dealings, champion good sportsmanship, and foster a safe, fair and inclusive environment for all involved.

We are PROFESSIONAL

We undertake every task professionally, innovatively and in line with industry best practice.

We are ACCOUNTABLE

We continually pursue higher standards of governance and work with stakeholders to adopt best practice across the sport of basketball and the Mornington Peninsula region.

We are PROGRESSIVE

We always have an eye to the future and seek ways that we can be better, both on and off the court. The SPBA must have a progressive and innovative mindset to rise with the times.



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Purpose

The Digital & Design Coordinator is responsible for the development, maintenance and growth of our communication channels in line with the Association's Communication Strategy.

Key Responsibilities

- Maintain and develop all SPBA social media channels
- Maintain and develop the SPBA website
- Develop material for promotional tools for SPBA operations
- Work with operational staff to promote all SPBA competitions and programs
- Develop and maintain SPBA's content marketing plan

Planning & Evaluation

- Monitor and evaluate the SPBA Strategic Plan, Annual Work Plans and Performance Indicators related to competition based activities
- Summarise growth and performance objectives and make recommendations for future improvement.

Inclusion

SPBA has a commitment towards the inclusion of all members of the community across all facets of our sport. SPBA recognises the influence and impact sport has on the wider community and encourages participation from the wider community regardless of age, race, religion, or disability.

Selection Criteria

All offers of employment are subject to satisfactory proof of eligibility to work in Australia, reference checks and a Working with Children Check.



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Essential

- Strong understanding of the Adobe Suite, particularly Photoshop & Illustrator
- Understanding of social media including but not limited to Instagram & Facebook
- Basic understanding of sport
- Excellent attention to detail
- Highly organised with the ability to be self-motivated, responsive and flexible in an environment with time pressures and multiple priorities
- The willingness to commit to the inclusion of all members of our culturally diverse community in the sport of Basketball
- Positive approach to change and growth.

Desirable

- Related qualification in the industry preferred or willingness to complete a qualification
- Photography skills
- Understanding of the WordPress platform
- Understanding of social media analytics and KPIs

This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.



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ACKNOWLEDGEMENT

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY YOU

.....

Employee

.....

Date

SIGNED BY MANAGEMENT

.....

Manager

.....

Date



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