

## Position Description

### Sport Media and Communications Officer

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<b>Position No:</b>	NEW
<b>Department:</b>	La Trobe Sport
<b>School:</b>	Central Administration
<b>Campus/Location:</b>	Melbourne
<b>Classification:</b>	Higher Education Officer Level 5 (HEO5)
<b>Employment Type:</b>	Continuing, Full-Time
<b>Position Supervisor:</b>	Communications and Engagement Coordinator
<b>Number:</b>	50038181
<b>Other Benefits:</b>	<a href="http://www.latrobe.edu.au/jobs/working/benefits">http://www.latrobe.edu.au/jobs/working/benefits</a>

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

La Trobe Sport – <http://www.latrobe.edu.au/sport>

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**For enquiries only contact:**

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# Position Description

## Sport Media and Communication Officer

### Position Context

La Trobe Sport is a Future Ready initiative with the strategic goal of developing La Trobe University into the University of choice for Sport in Australia.

La Trobe Sport facilitates programs, partnerships, research and course development to enable La Trobe to be the leading university in Australia for sport-related teaching and research, to support student participation in sport and sport related clubs and to actively engage the local community and schools through the use of its sporting facilities and sport services.

La Trobe Sport was established to drive the implementation of the Plan for Sport at La Trobe that involves a range of activities:

- Develop teaching and learning opportunities related to sport
- Build the university research capacity related to sport
- Develop sporting partnerships that enhance teaching, learning, research and La Trobe University brand in the marketplace
- Facilitate new and existing academic programs related to sport
- Facilitate coordination across student services and facilities management to maximise opportunities for club sport and sport partnerships with community and school sport groups
- Support the development of new infrastructure to enhance the sport and sport related programs at La Trobe
- Manage the La Trobe University sport-related partnerships and sponsorships

The primary purpose of this position is to support and work with the Communications and Engagement Coordinator and the Senior Manager, Industry and Engagement, La Trobe Sport in managing media and communications, while supporting major projects and events across the entire La Trobe Sport portfolio. This includes activities associated with commercial partners, community partners, elite athletes, sport clubs, sport and active recreation programs, alumni, and the broader University community.

### Duties at this level may include:

1. Support the development of digital content for publication via internal communication and social media channels and liaise with relevant stakeholders for distribution via external channels.
2. Liaises, communicates and builds positive relationships within La Trobe including sport clubs, elite athletes, academic units, and research centres as well as with outside bodies and commercial partners, to support and represent La Trobe Sport activities.
3. Designs digital and hard copy assets consistent with the La Trobe University brand to support La Trobe Sport integrated marketing campaigns.
4. Proactively identifies gaps or shortfalls in information and sources additional relevant information.
5. Recommend new creatives and innovations to assist in project deliverables and design and communication outcomes.
6. Under the direction of the Communications and Engagement Coordinator and in collaboration with the Coordinator of Sales and Customer Experience, liaises with central Marketing and Recruitment to align La Trobe Sport with broader marketing objectives.
7. Under the direction of the Communications and Engagement Coordinator and in collaboration with the Coordinator of Sales and Customer Experience, develops and monitors digital strategies to promote and inform the La Trobe University community about programs, events and offerings across the La Trobe Sport portfolio.

8. Carry out other duties as required by the Director, La Trobe Sport, Senior Manager, Industry & Engagement, La Trobe Sport, and Communications and Engagement Coordinator.

### Key Selection Criteria

#### ESSENTIAL

1. Relevant undergraduate qualifications in digital design, communications, media, or marketing
2. Relevant experience in developing and managing a variety of communications including the development of digital content and distribution via a range of social media channels.
3. Experience and skills with adobe image and video editing software.
4. Demonstrated ability to apply theoretical knowledge, at degree level, in a straightforward way.
5. Excellent written and oral communication and interpersonal skills, including the ability to develop excellent working relationships with, colleagues, students and other stakeholders.
6. Demonstrated capacity to organise work effectively and efficiently and deliver outputs in a timely manner.
7. Demonstrated ability to work independently, follow established procedures with limited supervision and contribute positively to an effective team.
8. High level proficiency in computer software packages including word processing, spreadsheets, databases, electronic mail, and the use of the internet as a research tool.

### Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

### La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- We are **Connected**: We connect to the world outside — the students and communities we serve, both locally and globally.
- We are **Innovative**: We tackle the big issues of our time to transform the lives of our students and society.
- We are **Accountable**: We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
- We **Care**: We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

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For Human Resource Use Only

Initials:                      Date: