

AVONDALE STUDENT LIFE LEADERSHIP POSITIONS

POSITION: STUDENT SPORT MEDIA OFFICER

Reports to: Student Life Co-ordinator and Sports & Recreation Officer

Position Purpose

The Avondale Student Sport Media Officer is responsible for developing promotional strategies and managing the media profiles for student-run sport and recreation at Avondale University College. The Student Sport Media Officer will do this through social media profiles, the Avondale Student Life (ASL) website by generating posts for each sport, sharing photos, and responding to enquiries. The Student Sports Media Officer will work in conjunction with the student leaders of each sport and the Student Life Co-ordinator. This position is required to report to the Student Life Co-ordinator and the Sport and Rec Officer.

Key Responsibilities

- To distribute information to sport competitors via social media (Sport Media pages – ASL Website/Instagram/Facebook), posters and announcements.
- To scheduling posts in advance for each sport competition.
- To post last minute updates for each sport according to requests from sport leaders.
- To work alongside sport leaders in preparing marketing material for sport events.
- To collaborate with the Sport Leaders, Student Life Services Officer and ASA Head Photographer for social media content planning, production and publishing.
- Working with Student Life Services Officer to develop marketing and media strategies for each semester.
- To maintain a professional and sportsmanlike attitude.
- To carry out such other duties or responsibilities as may be reasonably required within the incumbent's knowledge, skill and ability throughout the year.

Person Specification

- Uphold Avondale's mission, values and ethos.
- Creative thinker and attention to detail.
- Ability to maintain professional boundaries with all students.
- Ability to work well in a team and equally as well working independently.
- Excellent communication skills including verbal, written and interpersonal.
- Ability to apply common sense and understanding to carry out tasks.
- Ability to remain calm under pressure.
- Have the capacity to demonstrate initiative.
- Display high organisational skills.

Key Outcomes

- Complete assigned tasks to a high standard and in a timely manner.
- Provide quality advertisements for Avondale Sporting competitions and events.
- Maintain consistent presence and grow engagement on Avondale Sporting social media pages.

Relevant Experience

- A strong positive and enthusiastic interest in Sports.
- The ability to connect with all types of students.
- Preferred experience using Adobe Suite and online web building sites.
- Preferred experience using social media platforms.
- Preferred experience working in a team environment.