

AVONDALE STUDENT LIFE LEADERSHIP SCHOLARSHIPS

Position: Sport & Rec Media Officer

Campus: Lake Macquarie

Reports to: Student Sport & Rec Officer and Student Life Co-ordinator

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. 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.

KNOWLEDGE AND 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.

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 Student Sport & Rec Officer, Sport Leaders, Student Life Co-ordinator and ASA Head Photographer to develop marketing strategies, social media content planning, production and publishing.
- 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.
- To attend the UniSport competition and share live social media communications throughout the week.

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.

TERM OF APPOINTMENT: For one academic year

REMUNERATION: Level 2 - Part-time (2 hours per week during semesters only)