

POSITION PURPOSE/OBJECTIVE

The role of the Design, Social Media and Administration Coordinator is to drive Sport Australia Hall of Fame (SAHOF) creative direction and deliver internal and external graphic design. To reinvigorate Australian sport history to be publicly appealing and engage Sport Australia Hall of Fame's audience. Via a social media strategy and execution. Promote all Members, Scholarship Holders, Awardees, and ad hoc campaigns that are relevant to the Sport Australia Hall of Fame.

KEY RESPONSIBILITIES

The typical duties will include, but are not limited to;

ADMINISTRATION, FINANCE, OPERATIONS AND RECORDS MANAGEMENT

- Proactive management of day-to-day administration (forwarding invoices, stationary, post/mail/couriers)
- Reception and first point of telephone contact for all external enquiries
- Ad hoc support to CEO and Management
- Further develop & maintain admin and event manuals.
- Ensure SAHOF databases (Excel) is kept consistent with SAHOF Mailchimp database, and all updates/changes are made in a timely manner – specifically the Membership database. This is pivotal to the organisation.

MEMBER ENGAGEMENT

- Be one point of contact for SAHOF Members - providing timely, personalised, and accurate communications.
- Work collaboratively to build strong relationships with Members.
- Provide support in Membership policies, Vales, Member milestones and other activation strategies.

PROGRAMS, MEETINGS AND EVENTS

- Assist with; developing, designing, and distributing; all forms for Scholarship & Mentoring Program
- Prepare visual projects on request for Board meetings.
- Provide marketing statistics on request for Board meeting paperwork.
- Design and distribute clear and concise invites to targeted audiences – targeted RSVP lists curated and provided by CEO or fellow colleague.

SOCIAL MEDIA AND DESIGN

- Create, design, and manage all social media graphics including captions for all various campaigns (On This Day, birthday graphics, holidays, sporting events, Member milestones, Scholarship Holders, vale, CRT, NSIF, TV production and any other ad hoc posts)
- Development of content, design, distribution and reporting of regular eDM communications
- Content creation, design, maintenance, and management of website (graphics and content)
- Develop all Scholarship announcement and program specific graphics (inc. Mentor videos) – includes posting testimonials.
- Development of content, design, production and distribution of internal and external communications and publications including SAHOF Annual Report and sponsor reports
- Ensure all graphic design is consistent with SAHOF's style guide and carries historic elements through any new concepts.
- Collaborate with key stakeholders to ensure brand consistency on external collateral.
- Develop & deliver branding/collateral ensuring execution of brand consistency for all events and programs.
- Develop and manage style guide to ensure consistency of brand.
- Develop and manage annual marketing schedule.
- Develop and manage marketing manual/guidelines
- Create and design annual marketing report for internal and external use.

Design, Social Media & Administration Coordinator

QUALIFICATIONS, KNOWLEDGE, COMPETENCIES

- Demonstrated experience in sports social media and design
- Experience with Canva, Adobe Suit, Photoshop, and InDesign
- Ability to set priorities, meet deadlines and manage time effectively
- Highly organised with excellent attention to detail
- Excellent communication skills including face to face, telephone, written reports and general correspondence
- Experience with MailChimp or similar campaign platform
- Experience working with websites
- Ability to use an Apple MacBook

HOURS OF WORK

This is a part-time position. Hours are flexible and to be negotiated.

SAHOF Policy DIL logbook for overtime.

PRIMARY LOCATION

This position is a hybrid role and can be work from home or based at the Sport Australia Hall of Fame office at the Melbourne Cricket Ground, Brunton Ave, East Melbourne VIC. Parking is provided.

CONTRACT TERM

As per signed contract

APPLY

Resumes accompanied by a cover letter can be sent to admin@sahof.org.au addressed to the Sport Australia Hall of Fame's CEO by April 11, 2023.