



## Position Description – March 2018

<b>Job Number:</b>	<b>TBC</b>
<b>Job Title:</b>	<b>Digital Coordinator - Graphics</b>
<b>Business Unit:</b>	<b>Community and Stakeholder Relations</b>
<b>Reporting to:</b>	<b>Media Manager</b>
<b>Direct Reports:</b>	<b>Nil</b>
<b>Location:</b>	<b>Melbourne</b>

### 1. Basketball Australia

Basketball Australia is the governing and controlling body for the sport of basketball in Australia. A not-for-profit business, Basketball Australia's members are the eight state and territory basketball associations.

Basketball Australia manages elite high-performance teams including national teams (Boomers & Opals and Rollers & Gliders), elite competitions including the Women's National Basketball League (WNBL), the South East Australian Basketball League (SEABL), annual national junior championship events as well as Australian basketball's official junior game development program – Aussie Hoops.

Basketball is an Olympic and Paralympic sport and shares one of the highest international sporting profiles. Australia as a nation is currently ranked fifth in the world by the international governing body FIBA.

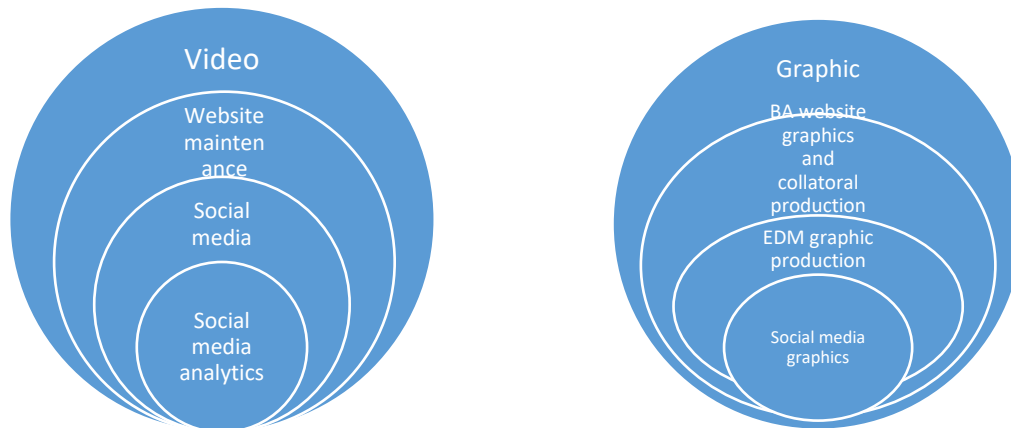
Basketball Australia manages 22 national teams which compete in Olympic and Paralympic Games and FIBA World Championships.

### 2. About the Role

Reporting to the Media Manager you will increase and enhance Basketball Australia's digital presence.

You will play a critical role in implementing a broad media and communications plan across the entire organisation including but not limited to increasing and enhancing Basketball Australia production of graphic content. You will also engage and grow the Basketball Australia digital community via social media design and EDM production. The main part of the role is graphic production. This is a junior role, but ideally the successful candidate will have some previous experience in graphic design.

There are two coordinator roles within the Digital Media team, split as follows:



This role is the Digital Coordinator – Graphics and works collaboratively with the Digital Coordinator - Video.

### 3. Specific Responsibilities

#### 3.1. Online/Digital Strategy Development

- Proactively contribute to the development of the BA online strategy, including advice on new initiatives across the organisation
- Recommend and advise on potential growth areas for the organisation in the digital space
- Compile statistics reports on website traffic, social media and online advertising sources

#### 3.2. Digital Network Management

- Management and maintenance of graphics on the Basketball Australia website
- Creation of new online initiatives for Basketball Australia site such as competitions, microsites, web applications
- Work with external technology partners to deliver positive outcomes

#### 3.3. Graphic Production

- Produce graphics for the Basketball Australia network, including the WNBL, SEABL, National Junior Championships, Aussie Hoops, Representative Teams and Game Development
- Creation of marketing collateral for online and offline use
- Development of logos/brand-marks for offline and online use

#### 3.4. Social Media

- Lead social media growth via Facebook, Twitter, Instagram and YouTube and future growth media applications
- Provide content via the BA Facebook, YouTube and Twitter Feeds
- Provide fans with up to date news and updates at BA events
- Understand best practice for social media

#### 4. Expected Outcomes

- Increased profile and awareness of Basketball Australia properties
- Increased commercial outcomes for Basketball Australia

#### 5. Essential Skills & Experience

- Sound knowledge of the Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Skills in video editing and motion graphics highly desirable (After Effects, Premier)
- Knowledge of Google Analytics
- Ability to deliver innovative ideas
- Understanding of mobile social media apps
- Developed communication and interpersonal skills
- Integrity and ability to maintain confidentiality
- Strong sense of organisation and planning, time management
- Highly motivated and ability to engage and motivate others to achieve outcomes
- Ability to achieve outcomes within set timeframes
- Experience with creating publications from initial design to finished art

#### 6. Qualifications

- Graduate qualifications in Graphic Art, Digital media, Communication design, Graphic Design, Multimedia or similar field preferred