



Member Engagement and Communication Coordinator Position Description

Job Title:	Member Engagement and Communication Coordinator
Location:	Triathlon NSW office (Sydney based)
Reporting to:	Executive Director (ED), Triathlon NSW (TNSW)
Remuneration:	12 month Part Time Role (0.6 FTE) with remuneration of up to \$38 per hour (plus super).
Date:	May 2019

ABOUT US

Triathlon NSW (TNSW) is the official body responsible for the management and delivery of triathlon, duathlon, aquathlon and multisport within NSW. TNSW has approximately 6,000 members across 60 clubs and is affiliated with Triathlon Australia.

The purpose of TNSW is to grow the sport of triathlon across the state, strengthen clubs, increase memberships and connect the triathlon community through programs, events and regular communication.

Our six key areas of focus are:

- Engagement – A sport where everyone feels connected
- Access – A sport that anyone can do
- Pathways – A sport where everyone has the opportunity to achieve
- Clubs – A sport of thriving clubs and communities
- Partnerships – A sport of collaborative partnerships, enhancing value and achieving collectively
- Organisation/Governance – A sport in safe hands

POSITION SPECIFICS

This is a casual role (12 month contract with agreed flexible working arrangements) currently scheduled to expire on June 30, 2020, with the potential to extend, funding dependant.

Office hours are generally 9.00am to 5:00pm weekdays with the office based in Surry Hills, near Central Station however, weekend work may be required.

Triathlon NSW staff are employed in accordance with the terms and conditions of the National Employment Standards and under the National Sporting Award.

Position Summary

The Member Engagement and Communications Coordinator will drive awareness of the sport of triathlon and engagement with clubs, members and the broader community through the development and promotion of engaging content and regular communication across TNSW Platforms, Club Platforms and external media.

The role requires a dynamic and enthusiastic individual who will actively and positively work with all TNSW Staff to enhance TNSW's performance and growth in order to meet targets, goals and requirements across clubs, membership and Race Director partnerships, including sponsors.

The key areas of focus for this role are:

- Increasing the awareness of the sport of triathlon, including clubs, memberships and events in the wider community.
- Enhancing TNSW's communication, engagement and retention with our members through the development and delivery of timely, relevant, unique content
- Promotion of TNSW branded Events, TNSW Sprint Series (Kurnell) and TNSW Club Championship in conjunction with the nominated Race Director

KEY ACCOUNTABILITIES

- Develop unique and engaging content, including written, photographic and video for promotion on TNSW and Club digital platforms including websites, social media platforms and e-newsletters e.g. Member Stories, Events coverage
- Maintain and manage the TNSW website and support the Operations Manager with the Inter Club Series Website, ensuring all pages are up to date and relevant at all times
- Liaise with local media, provide media opportunities and/or content to promote the sport as well as TNSW and Club Events
- Establish and develop media contacts to assist TNSW and Clubs increase awareness of TNSW and/or Club Events, Memberships and other stories
- Liaise with Triathlon NSW sponsors as required to efficiently and effectively delivery any and all necessary content benefits across the relevant TNSW communication platforms and events
- Assist with the development and delivery of membership campaigns in line with the annual membership cycle, and in partnership with affiliated clubs and key stakeholders i.e. Race Directors, sponsors, etc.
- In conjunction with TNSW requirements, assist TNSW clubs to develop and deliver relevant content across a variety of platforms, namely social media
- In conjunction with TNSW requirements, attend local club training sessions and races to capture and create content which can be promoted widely.
- Deliver membership campaigns in line with the annual membership cycle and in partnership with affiliated clubs to the broader community encouraging new people.
- Assist with the development and delivery of the TNSW Sprint Series and TNSW Club Championships, Marketing Strategy and Race Director Resource.

REPORTING STRUCTURE / KEY RELATIONSHIPS
<p>Reports to: Executive Director</p> <p>Direct Reports: NIL</p> <p>Key Internal Liaisons: Operations and Compliance Manager, Manager Events / Technical, Junior Development Officer, Coach Education & Pathway Manage, TA National Marketing and Communications Manager.</p> <p>Key External Liaisons: Affiliated triathlon clubs/members, coaches, TA/STTA network, media contacts, sponsors.</p>
EXPERIENCE/SKILLS/QUALIFICATIONS
<p>To be successful in this role you must meet the following criteria:</p> <ul style="list-style-type: none"> • Tertiary qualifications in journalism, communications or marketing. • Proficient and creative digital skills including video editing, photography and basic graphic design • Proficiency in website management and e-news publishing. • A proactive approach in in curating and sourcing content for SM platforms. • Experience in the sport industry and triathlon is preferred but not essential.
PERSONAL ATTRIBUTES
<ul style="list-style-type: none"> • Outstanding communication and interpersonal skills – both written and verbal. • An ability to work both independently and collaboratively • Ability to develop and maintain effective professional working relationships with all necessary stakeholders • Flexible approach with a ‘can-do’ attitude to all tasks, particularly learning new systems • A preparedness to travel, including interstate, work weekends and non-traditional hours as required. • An innate drive for achievement, success. • An ability to be creative and innovative.
How to apply
<ul style="list-style-type: none"> • Please email your CV and Cover Letter (no longer than 3 pages) via email to adam.wicks@nsw.triathlon.org.au before the closing deadline of 5 pm on Wednesday 12th June. • For any further questions, please call 0438 648 1117