

<b>Volunteer Position Description</b>			
<b>Position Title</b>	Marketing & Communications Officer (Volunteer)		
<b>Position Type</b>	Volunteer	<b>Reporting To</b>	ACF Board
<b>Location</b>	Flexible	<b>Date</b>	June 2024
<b>Nature of Tasks</b>	Marketing, Media & Communications, Writing and Editing, IT & Web Development, Social Media Management		
<b>Suitable For</b>	An experienced marketing and/or communications officer with a history working within Calisthenics or the sporting sector.		

## **ABOUT THE AUSTRALIAN CALISTHENIC FEDERATION**

The Australian Calisthenic Federation Limited (ACF) is the national governing body for Calisthenics in Australia. The ACF is responsible for developing the sport and setting the strategic direction at the National level, with the primary goal to innovate, promote, administer, and coordinate the unique sport of Calisthenics. Through its efforts, the ACF ensures national consistency with rules, coach accreditation, skills and adjudicating programs, and the delivery of a National Competition Event program, through volunteer run standing committees.

## **OVERVIEW AND PURPOSE OF THE POSITION**

The Marketing and Communications Officer will support the marketing and communications objectives of the ACF. This is an important and exciting volunteer role to take shared ownership of all marketing and communication platforms and drive stakeholder engagement throughout this national sporting body.

This role will be responsible for assisting in developing content for communications, social media, and stakeholder engagement activities and will engage with the Board and Sub Committees as required to fulfil the role objectives.

Working closely with the ACF Directors of Media & Marketing, the time required is approximately 2-4 hours per week, however more time may be required leading up to planned National events (once a year). Initially, some additional time will be required in orienting in the role and completing a handover.

## **KEY RESPONSIBILITIES**

- Working with the ACF Board and National Operations Manager to develop the communications strategy and content required for campaigns, regular updates and general communications, in line with stakeholder engagement plan.
- Assist the Director of Marketing and National Operations Manager to develop and implement an approved marketing calendar to optimise marketing activity for ACF and incorporate the use of channels, with an understanding of the target audience and measurement tools, to achieve the outcomes of the strategic plan.

## CORE FUNCTIONS

- Social Media Management
  - Develop and execute social media strategies across various platforms in line with the approved content calendar. (Facebook, Instagram, LinkedIn)
  - Create, schedule and publish engaging content to promote ACF events, programs and achievements.
  - Monitor social media channels for engagement and respond to inquiries and comments.
- Marketing Campaigns
  - Assist in the planning and execution of marketing campaigns to increase awareness and participation in Calisthenics.
  - Collaborate with the team to develop promotional materials, such as flyers, newsletters, email campaigns, blogs and stories for website publishing and other communications avenues.
  - Trace and report on the effectiveness of marketing efforts.
- Website Updates
  - Regularly update the ACF website with news, events and relevant information.
  - Prepare and coordinate production of engaging content for digital and print media, and marketing communications that can be used on the ACF website.
  - Ensure website content is current, accurate and engaging.
- Content Creation
  - Produce high quality written and visual content that aligns with the ACF's strategic goals and branding guidelines.
  - Assist with the development of content planners to ensure a consistent flow of information and promotion.
  - Create compelling stories and highlight the achievements of participants, coaches, clubs and the ACF as a whole.
- Communication
  - Identify way to improve marketing material and contribute to the development of the ACF strategies.
  - Undertake regular engagement with the ACF Standing Committees to identify, plan and collect narratives, photos, audio visuals and other media materials for communication and awareness raising.

- Assist the National Operations Manager to prepare a Board update and report for marketing and communication activities.

## QUALIFICATIONS AND SKILLS

- Professional Experience
  - Previous experience in a marketing or communications type role, preferable within Calisthenics or the sporting sector.
  - Experience in managing social media campaigns, and be able to create content via Canva/Adobe Creative Suite and to schedule posts that promote, like, share, follow, etc.
  - Strong creative writing skills and the ability to write in a professional yet personal style for social media posts, newsletter and blogs.
  - Experience editing websites using Word Press.
- Administration & Communication Skills
  - Proficiency in Microsoft Office
  - Experience using SharePoint.
  - Excellent verbal communication skills.
  - Ability to develop engaging support communications.
- Personal Qualities
  - Passionate about promoting Calisthenics and supporting ACF's mission.
  - Exceptional attention to detail and highly developed organisational skills.
  - Demonstrates the ability to take initiative and proactively address tasks and challenges.
  - Capable of working independently while also being an effective team player.
  - Be flexible, open-minded, and able to tolerate and appreciate the complexities of collaborating with multiple stakeholders.
  - Eager to learn and consistently committed to improvement.
  - Energetic, consistent and dedicated personality.
  - Knowledge and experience within the sport of Calisthenics or similar sport is desirable but not essential.

## ORGANISATIONAL REQUIREMENTS

- Current Working with Vulnerable People (WWVP) registration - or equivalent.
- Adhere to ACF's Code of Conduct.

## PERFORMANCE INDICATORS

The right person for this role shares the ACF's Vision, Purpose, and Values. Your performance will be assessed against the Key Responsibilities annually as part of the ACF's Performance Review process.

At all times you are expected to ensure the company needs are forefront of your decision making and the outcome of your work aligns with the ACF's strategic plan.

## RELATED DOCUMENTS

The following documents relate to the position:

Reference	Title	Identifier
(1)	ACF Strategic Plan	ACF-015-PLN
(2)	ACF Brand Book	ACF-126-GDL