

Volunteer Position Description			
Position Title	Content Creator (Volunteer)		
Position Type	Volunteer	Reporting To	NOM
Location	Flexible	Date	January 2025
Nature of Tasks	Graphic Design, Marketing, Writing and Editing		
Suitable For	A confident individual with graphic design skills and/or videography experience 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 Australian Calisthenic Federation is seeking a Content Creator, or team of, to support the marketing and communications objectives of the ACF. This position will play a key role in developing high quality, visually engaging content to support the ACF's efforts to promote the sport, engage with the community, and elevate the organisation's profile through creative and consistent content production. Content may be used across multiple platforms, including social media, websites, event programs, and promotional materials.

Reporting to the National Operations Manager (NOM), the time required will vary with work carried out on an as-needed basis depending on the needs of the ACF but is expected to be approximately 10 hours per month. There is flexibility in terms of time commitment, but the ideal candidate will be available to meet content deadlines as required for social media postings, events, and promotional campaigns. Initially, some additional time will be required in orienting in the role and completing a handover.

KEY RESPONSIBILITIES

- Under the direction of the National Operations Manager, develop creative content for use across ACF's platforms including social media, print and digital media.
- Ensure all content aligns with ACF's branding, tone, and strategic messaging. Familiarity with ACF's brand colours and aesthetics is essential.

CORE FUNCTIONS

- Content Creation
 - Utilise graphic design tools (e.g., Canva) to create eye-catching, brand-aligned visuals for both digital and physical media.

- Write clear, engaging copy to accompany visuals. This may include promotional captions, website text, event descriptions, or social media posts.
- Develop promotional materials and content for ACF events, including national competitions, workshops, and other special events.
- Stay up to date with social media and content trends to bring fresh, engaging ideas to the ACF.
- Work closely with the National Operations Manager and other ACF teams to ensure content meets the goals of various campaigns or initiatives.
- Social Media Support (if experienced/comfortable)
 - Help manage social media accounts by scheduling posts, responding to comments, and growing the audience.
 - Monitor trends and engage with the calisthenics community through relevant, timely content.
 - Trace and report on the effectiveness of marketing efforts.

QUALIFICATIONS AND SKILLS

- Professional Experience
 - Proficient in design software (preferably Canva). Ability to create polished, professional graphics that enhance the ACF brand.
 - Strong writing skills with an ability to craft compelling copy that aligns with the tone and objectives of the ACF.
 - Understanding of social media platforms, especially Facebook and Instagram. Knowledge of Meta Business Suite is a plus.
- Administration & Communication Skills
 - Clear and professional communication with the National Operations Manager and other stakeholders.
 - Experience using SharePoint is desirable but not essential.
- Personal Qualities
 - Passionate about promoting Calisthenics and supporting ACF's mission.
 - High attention to detail, ensuring accuracy and consistency in all visual and written content.
 - Capable of working independently while also being an effective team player.
 - Ability to manage multiple tasks and meet deadlines while maintaining quality and creativity.
 - 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