



TITLE:	DIGITAL MARKETING OFFICER
REPORTS TO:	OPERATIONS MANAGER
KEY STRATEGIC PRIORITIES:	to be advised following new Strategic Plan
EMPLOYMENT:	0.8 (FTE)
AWARD:	Sporting Organisation Award 2010
TERM:	This is an ongoing position reviewed annually

PURPOSE OF THE ROLE: (Why does the role exist?)

- Assist the Operations Manager in developing and implementing operational plan objectives that align to the Bowls WA plan to meet the current and future needs of Bowls WA and its affiliated clubs, specifically in the communications and digital promotions area,
 - Provide support in maintaining strong communication through digital platforms between Bowls WA and the member clubs, participants, and supporters of the sport of Bowls in WA,
 - Add value to the Association by actively engaging in discussion and ideas as part of the Club Development Committee which oversees the promotion of the Sport, Clubs and participants in WA
 - Provide support primarily in the area of digital promotion of the sport to the Operations Manager,
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Key areas of responsibility

1. Bowls WA Digital Media Platforms
 2. Bowls WA Promotional programs
 3. Bowls WA Communications
 4. Club Development Committee support
 5. Competition support (as required) in peak periods
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Key outcomes

1. Bowls WA Digital Media Platforms

- Maintain a schedule of workflows to reach Operation Plan targets for the Bowls WA website and social media (Facebook, Instagram, Youtube) based on a calendar of events for Bowls WA.

- Keep a record of analytics and statistics to measure the progress against operational targets and objectives
- Provide assistance through available resources to clubs who may require help with using social media platforms,

2. Bowls WA Promotional programs

- Develop a podcast series for the promotion of the Sport within the Bowls WA season,
- Promote club activities and develop stories of interest to promote the sport of bowls through Digital Media Platforms
- Assist with the promotion and attend the Bowls WA Awards Night as well as help promote the success stories of the award winners

3. Bowls WA Communications

- Produce the BWA newsletter and club information mailouts ensuring all relevant information is received by clubs and their members,
- Production of exciting and innovative content for social media for the purpose of promoting the sport,
- Assist the Operations Manager by developing new articles for Jack Hi magazine
- Assist in managing the Bowls WA Website by completing an annual audit of links and images

4. Club Development Committee support

- Attend and contribute reports or feedback or activities to monthly Club Development Committee meetings
- Promote the Club Grants program and develop case studies based on the club programs that are developed,
- Promote the Annual Club Forum and help run these events

5. Competition support (as required) in peak periods

- Assisting the Operations Manager with event and competition entries/draws
- Attend major Bowls WA competitions to write results articles and post updates to social media platforms
- Assist in any live streaming requirements as directed by the Operations manager

Knowledge, skills and behavior (competency)

- Experience with using social media (Facebook, Instagram, Youtube)
- Strong customer service and communication skills
- Ability to re-direct queries if out of the scope of this position
- Ability to work unsupervised and cope with multiple tasks
- Excellent attention to detail
- Intermediate level computer skills in the usual platforms (Word, Excel, Outlook)
- A strong team player within a small office environment
- Willingness to undertake training to develop skills in media and promotions

Major interactions

- External customers (clubs, bowlers, stakeholders and general public)
- CEO and staff
- Board
- Bowls WA Committees
- Other States and Bowls Australia staff

Unique criteria

- There will be a requirement to work outside of normal office hours
- Applicants must have own vehicle for travel with allowances paid for travel

The list of responsibilities herein is not intended to be all inclusive and may include additional responsibilities as required and assigned. It may become necessary to modify / change the Position Description from time to time.