

## Communications Manager Position Description – May 2024

<b>Position Title</b>	Communications Manager	<b>Department</b>	Media
<b>Reports to</b>	Director Corporate Affairs	<b>Job Status</b>	Full time, permanent

### Motorsport Australia Values

- **Respect**—We respect and value each other, our differences, opinions and all those involved in our sport.
- **Accountability**—We accept personal responsibility to do what we say we will do.
- **Excellence**—We are open to change and strive to be the best we can be in what we do and how we do it.
- **Pride**—We lead by example and take pride in our organisation and our daily activities.

### Why the role exists

The role of the Communications Manager exists to transform interactions with stakeholders and keep them engaged and informed through:

- Creating content, including copy, images and video to communicate Motorsport Australia's messages.
- Together with the Director Corporate Affairs and the rest of the media department, manage content production across both Motorsport Australia and key stakeholder platforms
- Lead communication and public relations activities to support Motorsport Australia's overall strategy

### Duties and Responsibilities

#### Content Production

- Take a lead in planning, creating and managing content across Motorsport Australia and key stakeholder platforms, such as the SpeedSeries, Motorsport Australia Off Road and Rally Championships.
- Manage the production of Motorsport Australia digital publications Speed Read and external publications as required.
- Attend and report on a variety of Motorsport Australia Championship events.
- Report on a variety of international, national, state, Esports and local championships and events
- Produce content promoting officials, clubs and Australian international competitors.
- Plan and create content plans surrounding Motorsport Australia Championships

#### Communications

- Manage media requirements for Motorsport Australia & its events
- Produce regular communication plans and media strategies, as well as Communication and Content plans relating to Motorsport Australia and its events
- Through proactive media strategies, elevate the Motorsport Australia brand in both motorsport and non-motorsport publications and platforms
- Plan and organise media opportunities for events where applicable
- Create and develop EDMs when required

#### Other

- Manage Digital Content Specialist & Motorsport Australia's intern program for media students
- Oversee the Motorsport Australia, ARC, and SpeedSeries Media Accreditation systems
- Promote content on social media and assist in day-to-day management of social media channels when required
- Action requests from departments to update information on website and upload documents
- Handle day to day enquiries from members, the general public and the media when required
- Update and maintain Motorsport Australia's websites as required.
- Maintain media databases and contacts
- Ensure strong relationships with photographers and media around the country for events, including positive safety messaging

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- Other duties as assigned
  - Comply with all occupational health and safety legislation and regulations

### **Performance Indicators**

- Attending events, promote Motorsport Australia's brand and produce content in an accurate and timely manner
- Producing timely and quality digital and traditional online and print collateral and publications
- Help increase engagement across Motorsport Australia's digital channels
- Successful delivery of quality marketing and promotional campaigns and material
- Timely and accurate collection, collation, creation and issuing of various internal and external documents
- Provide ongoing service for media personnel for both Motorsport Australia and associated events

### **Special Considerations**

- Involves after-hours support
- Requires regular attendance at events which may occur after hours, at weekends and/or interstate
- Current drivers licence required

### **Selection Criteria**

#### **Essential**

- Tertiary qualification in journalism, public relations, marketing and communications, or similar
- At least 5-7 years of demonstrated experience in a similar role
- Experience in managing media and enhancing relationships
- Experience in developing both digital and print materials within the sports or events industry
- Ability to prepare quality and accurate written communication, correspondence and reports in a timely fashion
- Experience in social media content and campaigns
- Ability to use a range of computer software packages including Microsoft Office, Content Management Systems (such as WordPress), Adobe Creative Cloud, Apple hardware and knowledge of basic code/HTML and use of Content Management Systems (CMS)
- Strong organisational skills
- Customer focused
- Initiative and can-do attitude
- Self-starter with creative thinking
- Ability to gain cooperation and support from others
- Team player and strong commitment to working as part of a team

#### **Desirable**

- Demonstrated experience in filming, editing and video post-production
- Graphic design skills
- Knowledge of Australian motorsport and network of motorsport media and industry contacts