



**MARKETING &  
COMMUNICATIONS  
DIRECTOR**

**POSITION DESCRIPTION**

(January 2018)



## **1. INTRODUCTION:**

The Australian Lacrosse Association (ALA) is the National Governing Body for the sport of lacrosse for both men and women. It is responsible for the governance, development, promotion and administration of lacrosse in Australia. The Secretariat is currently located in Point Cook, Victoria. The ALA is administered solely by volunteers. Member Associations are located in Victoria, New South Wales, South Australia, Western Australia, Tasmania and Queensland.

All seven Key Responsibility Areas (KRAs) of the ALA, which include a specific KRA for Marketing & Communications, include activities pertinent to the marketing area such as branding, profile, promotion and sponsorship/support, and each one also has a financial component.

## **2. REPORTING:**

The Marketing & Communications Director reports directly to the ALA Board and works closely with the Administration and Growth Directors.

## **3. TIME COMMITMENT:**

The estimated time commitment is approximately five (5) hours per week.

## **4. REMUNERATION:**

An honorarium is provided, as well as agreed expenses, that include attendance at ALA Board meetings (not less than 2 per year), travel for courses/forums/consultation and travel to national events as required.

## **5. TERM:**

This is a two (2) year Independent Director appointed position, commencing - Mid-February 2018 through to 30 November 2020, noting that a review will be held at 3 months, with ongoing appointment contingent upon satisfactory performance.

## **6. POSITION SUMMARY:**

The Marketing Director is responsible for identifying and maximizing opportunities for the ALA to generate income and promoting the sport through increased marketing and profile awareness.



## **7. KEY RESPONSIBILITIES:**

1. Develop, Implement, oversee and review the ALA Marketing and Communication Plan which includes but is not restricted to the following activities:
  - Budget development and management
  - Actively source and develop sponsorship opportunities and proposals
  - Source, develop, maintain and review multi / social media platforms for marketing and promotion of lacrosse in order to increase and maximise their use.
  - Support and assist, as appropriate and determined, the Lacrosse Alumni / Foundation as an income stream
2. Establish links and work with Member Associations to promote the sport of lacrosse and to pursue avenues for short, medium and long-term revenue-raising
3. Produce marketing material to promote the ALA and the sport, with budgets agreed by the Board
4. Establish and implement a branding strategy including meeting all conditions of the ASC Branding Schedule
5. Provide opportunities to increase the lacrosse profile, both internally and externally, including the use of electronic media and publications
6. Design, produce and market merchandise agreed by the ALA Board
7. Produce online newsletters on at least a bi-monthly basis
8. Submit regular reports to the ALA Board

## **8. KEY SELECTION CRITERIA, KNOWLEDGE, SKILLS AND EXPERIENCE:**

1. Previous marketing experience
2. Enthusiasm and motivation to develop the marketing portfolio
3. Possesses strong and effective verbal and written communication skills



4. Be proficient in the management of multi/social media platforms including MS Office software skills and social media platforms i.e. Facebook, Twitter, Instagram etc.
5. Has the ability to use own initiative to perform tasks and forward plan, to prioritize workloads and to work in a timely manner to meet deadlines
6. Be able to effectively interact with team members and to build effective working relationships with stakeholders

#### **HOW TO APPLY**

Applicants must submit the following to the ALA Director of Administration, Mrs. Vivienne Parker-White, by Wednesday 31 January 2018:

1. A letter of introduction outlining why you would be suitable for the position
2. A brief resume including your achievements and experience, qualifications, work history and two (2) referees.
3. A response to each of the six selection criteria

All applications must be submitted in electronic format to or [administration@lacrosse.com.au](mailto:administration@lacrosse.com.au)

For further information contact Vivienne Parker-White on 03 9395 3486 or 0409 238 448