



## POSITION DESCRIPTION

### COMMUNICATIONS AND MARKETING COORDINATOR (WORLD BOWLS)

**TITLE:** Communications and Marketing Coordinator (World Bowls)

**DEPARTMENT:** Media

**LOCATION:** Thornbury, Victoria (Bowls Australia Office)

**REPORTS TO:** Bowls Australia Communications and Marketing Manager (dual reporting line into World Bowls Chief Executive Officer)

**KEY PRIORITIES:**

To improve the standard of Communications and Marketing delivered by World Bowls for the sport globally.

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**DIMENSIONS**

Number of reports (direct and indirect)	0
Budget responsibility:	Communications and Marketing Budget and as directed by the WB Chief Executive Officer
Tenure of contract:	2 years

**Purpose of Role** (Why does this role exist?)

- To improve the media exposure of World Bowls, its Member Organisations and the sport of bowls globally.
- To actively market and promote the WB brand and organisation primarily with key stakeholders.
- To advance the WB brand in the digital landscape including new media and broadcast opportunities.

**Key Areas of Responsibility** (Over what areas does this role have responsibility and accountability?)

1. Develop and curate content for people/initiatives/events from World Bowls Member Organisations and international markets to promote the sport of bowls globally through digital media and communication channels.
2. Develop the digital strategy and coordinating Digital content and design.
3. Oversee the coordination of website content and design for World Bowls Website.

4. Primary point for Media liaison and driving traditional media content.
5. Develop and deliver World Bowls Marketing Plan.
6. Manage the maintenance of the media library.
7. Events coverage for World Bowls Events.
8. Broadcast and live-streaming production and liaison.
9. Manage World Bowls Branding.

**Key Outcomes** (What will this role achieve? What are the measures of success?)

1. Develop and curate content for people/initiatives/events from World Bowls Member Organisations and international markets to promote the sport of bowls globally through digital media and communication channels.
  - Coordinate WB's digital media mediums including:
    - Social Media – Facebook, Twitter and Instagram and any other new media;
    - e-newsletters.
    - Website
    - Video
    - eDM
  - Drive and coordinate Production content, including:
    - Podcasts;
    - Live-streaming.
  - Grow the audience of the eDM communications tool.
  - Produce content, including the sourcing and creation of web stories, images and vision to ensure a consistent overall look and feel is met.
2. Developing the digital strategy and coordinating Digital content and design.
  - Develop and deliver the WB digital strategy.
  - Identify opportunities for digital and social media outlets for the advancement of the sport.
3. Oversee the coordination of website content and design for the WB website.
4. Primary point for Media liaison.
  - Prepare media statements and act as the first point of contact for media enquiries.
  - Coordinate press conferences and announcements for major events and initiatives.
  - Oversee media accreditation for designated WB events as required.
  - Develop and implement strategies that promote bowls and create a positive perception and awareness of WB's activities and programs.
  - Formulate and implement public relations strategies and activities that advance WB's reputation with its community and stakeholders.
  - Proactively generate newsworthy stories for non-traditional bowls mediums.
5. Develop and deliver World Bowls Marketing Plan.
  - Oversee the creation and delivery of the Marketing Plan.
  - Develop a cost-effective sport-wide marketing strategy and campaign that promotes participation.
  - Strong focus on the development of a digital media pack of free-to-use assets and imagery.
  - Work with smaller Member Nations to create content suitable for their markets.
  - Amplify the messaging of larger Member Nations.
6. Manage the maintenance of the media library.
  - Manage the review and collation of media monitoring.
  - Coordinate the maintenance of the media library including the review and collation of media monitoring.

- Prepare media coverage reports for internal and external use, inclusive of value assessments as required.
7. Events coverage for World Bowls Events.
- Lead and manage the coverage of specific events (which attendance had been planned prior), including:
    - Marketing plan;
    - Program;
    - Dissemination of results;
    - Social Media;
    - Engage and liaise with a professional Photographer.
    - Develop broadcast related event signage.
8. Broadcast production and liaison
- Manage the production and delivery of all WB broadcast events and programs, inclusive of outsourced television and radio programs and internally created visual/audio content such as live-streams and podcasts.
  - Proof and approve all pre-produced content to adhere to WB's brand and values.
  - Identify and integrate commercial assets within these programs, in consultation with the CEO.
  - Engage, brief and liaise with all broadcast related hosts, commentators, special guests and interviewees.
9. Manage World Bowls Branding.
- Manage the design and branding of all World Bowls material, to ensure a professional look and feel.
  - Manage the maintenance of WB website and social media channels.
  - Identify and maximise commercial objectives.
  - Provide opportunities for content and campaigns to generate commercial outcomes.

**Knowledge, skills and behaviours required (Competency)**

- Tertiary qualifications in journalism, communications, marketing or similar.
- Advanced writing and project management skills.
- A clear understanding and familiarity with the digital media landscape.
- High degree of computer literacy; video production and editing skills will be highly regarded.
- A proactive approach, strong team focus and customer service ethic.
- Core experience in journalism/communications/media relations with some marketing experience.
- Strong attention to detail.
- Deadline driven with ability to work effectively under deadline pressure.
- Passion and preparedness to roll up your sleeves and make things happen.
- Outstanding communication skills – both verbal and written.
- Well-developed interpersonal skills.
- Integrity - maintains legal, social and organisational standards and values and honours commitments.
- An ability to “sell a story”.
- Prepared to travel, work weekends and non-traditional hours as required.
- A network across media will be well regarded.

**Major interactions (For example: with departments, with external bodies)**

- WB Chief Executive Officer
- BA Communications and Marketing Manager

- BA Communications staff
- Marketing and communications suppliers
- World Bowls Member Organisations
- World Bowls Board Directors

**Unique Criteria** (For example: unique work hours, significant travel, significant periods of work remote from office)

- Travel to events and other media/marketing opportunities will be required;
- Media or communications liaison outside of office hours on occasion may be required.

**Updated:** July 2022

**Date for review:** July 2024