

POSITION DESCRIPTION



POSITION:	PR and Communications Specialist
LOCATION:	Squash Australia Office, Brisbane
REPORTS TO:	General Manager Commercial and Events
STAFF MANAGEMENT:	External agencies, volunteers
SALARY PACKAGE (including super)	Commensurate depending on experience.

THE ROLE

Squash is enjoying a resurgence in Australia, as the all-weather sport experiences exponential growth internationally. Squash Australia is at the forefront of exciting innovation at the junior, club and elite levels, in partnership with the state and territory squash associations. This includes a new national squash tour and the launch of a national centre of excellence on the Gold Coast where Squash Australia's High-Performance team will be based from mid-2018.

The PR and Communications and PR Specialist is responsible for driving all media and communications for Squash Australia. This is an ideal position for an energetic, self-starter seeking a national role in the field of sports media and communications with a leading sports federation. The role will involve strategic communications planning and practical implementation to support Squash Australia initiatives at all levels, including elite players competing on the PSA Tour.

KEY ACCOUNTABILITIES (WHAT DOES SUCCESS LOOK LIKE)

- Reinforce the desired positioning of squash as a dynamic, innovative option for modern day activity;
- Excellent brand equity;
- Excellent communication channels and activation with of these with key stakeholders;
- Excellent relationships with the media both written and broadcast.

KEY DELIVERABLES

- **Responsible for activation of all Communication channels**
 - SquashAustralia.TV – interviews and streaming
 - Magazine Show
 - Television
 - News release
 - Newsletters
 - Direct communication with the membership – CRM
 - Magazine publication
 - Website (SA, States, eLearning, eShop, Brochure sites)
 - Social Media channels
- **Media Relations**
 - Building and maintaining working relationships with sports and general news media outlets in Australia
 - Responsible for the communication of all news releases
 - Responsible for app PR campaigns
 - Responsible for maximising relationships and coverage with the written media
 - Responsible for relationship with broadcasters
 - Responsible for activates relating to the brand image of Squash Australia
 - Helping arrange events and seminars where required e.g. Annual Awards function
- **Communication**
 - Responsible for maintaining the SA Communication Plan
 - Responsible for the quality of communications with all stakeholders
 - attending business, social and other functions to promote the organisation
 - Responsible for obtaining photographs and other imagery required
 - Selecting and revising material submitted by media writers, Photographers, Illustrators and others to create favorable publicity

Key attributes

Squash Australia

- Strong communication skills
- Have a good understanding of public relations
- Excellent writing/journalism skills
- Excellent presentation skills
- Be a team player
- Have a relevant degree or equivalent working experience
- Have excellent computer skills especially in Microsoft office products
- Have experience in developing a membership focused commercial offerings
- Provide excellent customer services
- Excellent people and communication skills
- Excellent time management
- An attention to detail
- A valid driving license
- A background in Squash is preferable

Application Process

All applicants are required to send their CV and Cover letter, stating in no more than one page why they should be considered for the role to ceo@squash.org.au by 1st June 2018.

Interviews for role will take place on 5th July_ at the Squash Australia office, Sports House, Brisbane.