

## POSITION DESCRIPTION:

<b>Position Title</b>	Communications Specialist
<b>Function / Team</b>	Communications
<b>Reporting to</b>	CEO
<b>Employment Type</b>	Full-time

<b>Organisation</b>	<p>Equestrian Australia (EA) is the peak body for the administration of Equestrian Sport in Australia. The organisation manages four Olympic / Paralympic sports and four non-Olympic sports. The commitment to success is encouraged at every level of the sport and is reflected in world- class results at Olympic level. As a result, Australia has earned the reputation as an elite Equestrian nation.</p> <p><b>Our Purpose</b> Leading our sport. Connecting a passion. Inspired by the horse.</p> <p><b>Our Vision</b> A thriving and safe sport, uniting the Equestrian community.</p> <p><b>Our Mission</b> Sustainably grow our sport and service our community through engagement, collaboration and alignment, while championing good governance and horse welfare.</p> <p><b>Our Values</b></p> <ul style="list-style-type: none"> <li>• Teamwork - Collaboration, Communication, Respect</li> <li>• Integrity - Fair, Ethical, Transparent</li> <li>• Inclusion - Welcoming, Equality, Belonging</li> <li>• Excellence - Performance-driven, Courageous, Innovative</li> </ul>
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<b>Position Purpose</b>	<ol style="list-style-type: none"> <li>1. The primary purpose of this new role is to manage Equestrian Australia's ('EA') communications across all channels including social media, website, media, internal and stakeholders.</li> <li>2. Support the communication and implementation of the strategic plan and new industry structure.</li> <li>3. This position involves extensive and sensitive communication, management, and liaison with internal and external stakeholders, including FEI, Aus Olympic Committee and Paralympics Australia.</li> </ol>
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<b>Responsibilities</b>	The following responsibilities are indicative requirements of the role and are not intended to represent an exhaustive list of all requirements.
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<b>Focus Area</b>	<b>Key Accountabilities (key outcomes)</b>
<b>Corporate Communications</b>	<ol style="list-style-type: none"> <li>1. Manage Equestrian Australia communications including internal, key stakeholders and external channels.</li> <li>2. <b>Liaison</b> with departments and teams to create the content management plan and coordinate promotion and execution of the key communication messages.</li> <li>3. <b>Proactively supporting</b> senior management with corporate communications and change management messaging as part of the industry restructure and shared services for the sport.</li> <li>4. Assist with communications messaging for department projects.</li> <li>5. Share <b>High Performance</b> results and news from major international events and athletes.</li> <li>6. Preparation of <b>Annual Reports</b>, liaising with states, disciplines and departments to formulate the content, proof and prepare content.</li> <li>7. Prepare <b>media releases</b> pertaining to corporate communications and high performance news.</li> <li>8. Proactive communications to improve reputation management.</li> </ol>

<p><b>Implement and Manage the Communications Plan</b></p>	<ol style="list-style-type: none"> <li>1. Effective implementation of EA's Communications Plan including maintaining brand consistency both visually and written form.</li> <li>2. Assist in the review of existing documentation to improve the communication.</li> <li>3. Provide recommendations for communications requirements</li> <li>4. Ongoing oversight and monitoring of all channels and providing response where need arises.</li> <li>5. Keep abreast of new technologies, ie ChatGPT, to advance the capabilities of the team.</li> </ol>
<p><b>Content Creation</b></p>	<ol style="list-style-type: none"> <li>1. <b>Research, develop and deliver</b> content that drives engagement and results connected to the strategic plan.</li> <li>2. <b>Content creation</b> across website, social media with a mix of copywriting, design and video editing;</li> <li>3. Prepare a mix of formats from presentations to infographics to animation and video using programs like Canva.</li> </ol>
<p><b>Website Management</b></p>	<ol style="list-style-type: none"> <li>1. Rebuilding and maintaining the <b>website</b> functionality, navigation and content to promote and deliver the sport of Equestrian;</li> <li>2. Implement best practise in the execution of content delivery to maximise engagement, dwell time and user experience;</li> <li>3. Monitor website analytics to aid in improving content, engagement and communication.</li> </ol>
<p><b>Member Communications</b></p>	<ol style="list-style-type: none"> <li>1. <b>Member communications</b> including monthly eDM (Equestrazine) to add value, educate and inform members of news, events, policies and activity in the equestrian community.</li> <li>2. Manage all <b>eDMs</b> for special notifications like the AGM or seeking Expression of Interest for roles.</li> <li>3. Liaise with committees to deliver communication highlights, ie Coach of the Month.</li> <li>4. Support participants and athletes, sharing their success and driving sense of community.</li> </ol>

<p><b>Growing &amp; Managing Online Community</b></p>	<ol style="list-style-type: none"> <li>1. Managing the <b>social media</b> accounts including Facebook, Instagram, LinkedIn, YouTube and Twitter.</li> <li>2. Providing analytics and keeping abreast of trends to grow the digital footprint and engagement.</li> <li>3. Implementing and improving the digital communications plan, utilising and improving templates and supporting states.</li> <li>4. Managing inbound enquiries from direct message.</li> </ol>
<p><b>Sport Operations</b></p>	<ol style="list-style-type: none"> <li>1. Providing support to EA, states and disciplines to communicate changes in policy, rules and guidelines.</li> <li>2. <b>Support</b> education of new initiatives, processes and campaigns.</li> <li>3. <b>Promote</b> upcoming events, learning management system, health &amp; safety and integrity matters.</li> <li>4. Support communications for key community groups including coaches, officials, volunteers and participants.</li> <li>5. Support the <b>Crisis Management Communication</b> team in executing communications as required in line with the plan.</li> </ol>

<p><b>Qualifications</b></p>	<p>Tertiary qualifications in in business, communications or marketing.</p>
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<p><b>Skills, Knowledge and Experience</b></p>	<p><b><u>Desirable</u></b></p> <ol style="list-style-type: none"> <li>1. Excellent communication skills, written and verbal and ability to work with multiple stakeholders.</li> <li>2. Tertiary qualification in communications, media or marketing.</li> <li>3. Experience working with website content management systems (CMS), email programs and social media platforms.</li> <li>4. High attention-to-detail, and adaptable approach as operating in a fast-pace environment.</li> <li>5. Highly developed and demonstrable writing skills, with ability to deliver under pressures of time and additional priorities.</li> <li>6. Ability to write reports and analyse data for CEO/Board level.</li> <li>7. High degree of computer literacy including proficiency of Microsoft Office suite of programs and design tools like Canva.</li> <li>8. Demonstrated experience in establishing and maintaining effective stakeholder relationships at a range of levels.</li> </ol>
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<p><b>Key Behaviours</b></p>	<ol style="list-style-type: none"> <li>1. Self-motivated, able to complete complex tasks independently.</li> <li>2. Ability to work in a small team environment and prepared to undertake a range of tasks to get the job done.</li> <li>3. Demonstrate appropriate and professional workplace behaviours and assist and support team members and colleagues.</li> <li>4. Willingly take ownership of wide range of tasks to 'get the job done', positive contribution to EA's culture.</li> <li>5. High levels of attention to detail, assumed responsibility and accountability.</li> <li>6. Strong influencing capability</li> <li>7. Always act with integrity.</li> <li>8. Ability to work at a fast pace in a multi-tasking environment, prioritising tasks to meet deadlines</li> <li>9. Highly motivated individual who has a passion for sport</li> </ol>
<p><b>Company Commitment</b></p>	<ol style="list-style-type: none"> <li>1. EA is committed to providing the highest quality services to our members. You are expected to contribute to enhancing EA's reputation and success through delivering exceptional member experiences.</li> <li>2. In keeping with our reputation for quality and service, you are always expected to conduct yourself in a manner conducive to good relationships with our members, service providers and other staff as well as ensure that a high professional standard of presentation and performance is maintained.</li> <li>3. You are expected to respond flexibly and quickly to any changes required by EA, its members, and the requirements of the sports industry. You may be required to undertake other duties within the EA operation as required, subject to the extent of your skills and training or as requested by a supervisor/ manager for which you have the appropriate skill.</li> <li>4. Demonstrate a commitment to continuous improvement and professional growth</li> </ol>

<b>Notes</b>	<ol style="list-style-type: none"><li>1. Working with Children Clearances (or ability to obtain one), willingness to undergo a National Police Check, driver licence and car, outside of ordinary business hours work expectations, some domestic travel required.</li><li>2. This position description is to serve as a guide. It is intended to be flexible and will continue to evolve over time with business needs and demands and may be updated periodically and at the Employer's discretion.</li></ol>
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*We value and strive to deliver an inclusive and diverse workforce, representative of the communities we work within. We welcome and encourage applications from all people who have an interest to work with us, and who can make a positive and new contribution to our team.*