



QUEENSLAND
CRICKET



ACA INTERNSHIP PROGRAM

The Australian Cricketers' Association (ACA) is advertising 13 ten-week internship positions for ACA members looking to develop their career. Please note that the ACA will only be progressing with five positions, which will be based on the quality of the role and the quality of applications. This means that this role is not guaranteed to come to fruition. Maximum one opportunity per state will be successful.

The internships are paid sport administration internships available to ACA members strictly. This program has been made possible through funds donated by the current players, and through partnerships with state cricket organisations nationally.

A full position description for this year's potential opportunity is listed below.

For more information, you can call Denita Preston at Infront Sports Consulting on 1300 338 546, or to apply, please go to: <https://auscricket.com.au/2022-internship-opportunities>

Applications close at 11:59pm on Wednesday 30th March 2022.



POSITION DESCRIPTION

Position:	Digital & Marketing Intern – Heat Note: Applicants will need to clearly nominate one of the above opportunities.
Department:	Commercial & Marketing
Manager:	TBC
Direct Reports:	Nil
Document Date:	11 February 2022

Queensland Cricket Strategic Link

Queensland Cricket’s purpose is:

To unite and inspire Queensland communities through cricket.

STRATEGIC GOALS

GROW PARTICIPATION

Grow the level of interest and sustainable participation in cricket across all demographics and communities throughout Queensland.

BETTER PLAYERS AND TEAMS

Identify, develop and produce great cricketers and successful teams, and even better people.

GROW AND ENGAGE FANS

Grow the love of cricket through outstanding fan experiences based on world class entertainment, engagement and communications.

FOCUS AREAS

CLUBS AND VOLUNTEERS

Empower and support volunteers and clubs to sustainably grow the game in Queensland.

INFRASTRUCTURE AND FACILITIES

Build the right facilities at the right locations to improve the quality and experience for participants and fans.

ORGANISATIONAL EFFECTIVENESS

Build a proactive, authentic and future focussed organisation to lead the cricket community in Queensland.

PARTNERSHIPS

Develop and enhance our relationships with all partners for mutual benefit.

FINANCIAL SUSTAINABILITY

Secure the financial future of cricket in Queensland to fund our ambitions.

Key Responsibilities

Commercial & Marketing (Digital & Marketing Intern - Heat)

Purpose

To assist the QLD Cricket Commercial and Marketing team in driving positive commercial outcomes, brand positioning and fan engagement activity. The intern will have the opportunity to work across a variety of functions within the Commercial and Marketing department, including content, social, media, branding, sponsorship and events.

Responsibilities

- Assisting in the running of major club events.
- Work in collaboration with the club's video production staff to deliver content within deadlines and publish on social media channels.
- Work in collaboration with the club's commercial staff to deliver on all contracted partner benefits.
- Assist the club's marketing and membership staff in the promotion of ticketing and membership packages in the lead up to and during the season.
- Assist with providing post-season reporting and analysis of each platform's performance and learnings.
- Collaborate on marketing, digital and fan engagement strategies.
- Prepare presentations
- Provide support to social media efforts

Requirements

- Understanding of online content production and social media.
- Proficiency in Adobe Photoshop, MS Word, PowerPoint and Excel
- Demonstrated capability to work with a level of autonomy and initiative
- Strong written and verbal communication skills
- Experience working within a commercial sporting environment
- Experience working with multiple stakeholders with competing priorities
- Tertiary qualification or similar in media/communications/marketing/business
- Ability to take direction and multi-task

Key Stakeholders

The incumbent of this role is required to develop and maintain effective working relationships with:

- Queensland Cricket Staff
- Relevant Cricket Australia management and staff

Child Protection

It is your duty to comply with Australian Cricket's Policy for Safeguarding Children and Young People, which is designed to safeguard children and young people involved in the sport of cricket.

As part of your duty, you must recognise that children and young people require special care and attention and you must be committed to prioritising the safety of children and young people involved in Queensland Cricket programs and services.

Governance

It is your duty to comply with the Queensland Cricket policies and procedures which set out governance standards and manage risks for our organisation. All policies and procedures are accessible via the Intranet and we will advise you of updates. You are responsible for being aware of and complying with the policies and procedures.

Duties under Workplace Health and Safety Requirements

Key Activities and Tasks	Possible Outputs
<ul style="list-style-type: none">• Adhere to policies procedures and systems relating to work, health and safety• Take reasonable care for own and others health and safety• Cooperate with QC in relation to actions taken to comply with Work, Health & Safety Legislation• Not wilfully or recklessly interfere with or misuse anything provided in the interest of health, safety and welfare• To inform the appropriate manager of any health & safety problem or defect which may give rise to danger and reporting promptly any incident which may occur	<ul style="list-style-type: none">• Hazards/Incidents reported immediately• Participation in workplace inspections, risk assessments, training and other activities related to safety• Training records



Acknowledgement

The list of key responsibilities and key results areas herein is not intended to be all inclusive and your role may include additional responsibilities as required and assigned. You are responsible for ensuring you are fit to perform your role and to inform your manager or another appropriate person if you are unfit to work for any reason.