



Cricket ACT Position Description

Position:	Digital and Social Media Intern
Department:	Communications, Media and Events
Manager:	Head of Communication, Events and Media
Role Purpose:	To contribute to Cricket ACT’s social communications efforts and help to expand the ACT Meteors digital footprint.
Document date:	February 2024
Term:	ACA internship (380 hours)

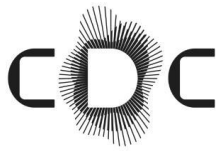
Cricket ACT’s strategic link/s to this position

- Accelerate participation growth
- Create leading participant, volunteer and fan experiences

Cricket ACT’s values

We are...

<i>Proud</i>	<i>Ambitious</i>	<i>Inclusive</i>	<i>Humble</i>
We take pride in what we do, in how we connect, and the impact we have. We go the extra mile.	We constantly look for ways to be better, whilst maintaining a high degree of integrity.	We embrace, value and celebrate our differences. We are committed to fostering an inclusive environment.	We believe that humility is the true key to success. We listen to others, care about our people, and see challenges as opportunities.



Key responsibilities

- Assist with managing all ACT Meteors (and when required Cricket ACT) social media platforms, including development of content for Facebook, Instagram, website, plus any other additional digital platforms deemed relevant
- Use social media tools to craft and release content to Cricket ACT's social channels
- Contribute to digital marketing campaigns to drive cricket participation and community engagement
- Liaise with High Performance staff and players, and other Cricket ACT staff, in sourcing and/or creating marketing material
- Communicate in a way that maintains relationships with, and the reputation of, Cricket ACT, the ACT Meteors and Comets, ACT clubs and associations, our cricketers and the wider cricket community
- Work with the wider team to establish an in-depth digital, content and communications calendar and overall communications plan
- Liaise with the Player Development Manager and State Psychologist to develop an online component to the 2024-25 ACA's Wellbeing Education Framework.

Key position requirements

- In-depth understanding and passion for social and digital media with established platforms, including Facebook, Instagram, Tik Tok, and Snapchat
- Sound understanding of High Performance and community sport
- High level communication skills to ensure key messages are tailored for a range of different audiences/platforms
- Experience editing videos and creating engaging short-form video content
- Highly organised and able to manage competing priorities
- Current WWVP registration.

Key stakeholders

- Cricket ACT Communications, Media and Events department
- Cricket ACT High Performance department, including ACT Meteors Head Coach
- ACT Meteors players
- Cricket ACT Commercial department
- Cricket ACT staff
- Local cricket community and broader Cricket ACT followers.

Child safety

It is your duty to comply with Cricket ACT Child Safety Standards which are designed to protect the welfare of children involved in the sport of cricket. As part of your duty, you must recognise that children need special care and attention that you will provide as you will be committed to protecting and prioritising the safety of children.



Duties under Workplace Health and Safety Requirements

It's your duty to comply with Cricket ACT's policies and procedures which are designed to protect your health and safety at work. As part of this duty, you must comply with all reasonable instructions from managers in relation to health and safety issues at work. This means participating in workplace health and safety training and consultation, cooperating with Cricket ACT as required ensuring compliance with the law and reporting any incidents, hazards and near misses.

People & Culture

- Adopt a holistic view to the on-going success of Cricket ACT and achievement of strategic objectives
- Promote and strive for the desired culture, values and behaviours amongst Cricket ACT employees and stakeholders
- Increase your capabilities in areas required to achieve desired outcomes by undertaking specific training and personal development programs
- Ensure adherence to the policies and procedures put in place by Cricket ACT, including but not limited to Workplace Health and Safety, Human Resources and Finance
- Ensure all relevant safety standards are maintained.

Acknowledgement

The list of key responsibilities and key results areas herein are not intended to be all inclusive and may include additional responsibilities as required and assigned.