

Position:	Marketing Intern
Department:	Communications, Marketing & Stakeholder Engagement
Manager:	Marketing Manager
Direct Reports:	NA
Role Purpose:	To provide support to the Marketing team while gaining practical hands-on experience in the field of Marketing.
Document Date:	February 2024

Strategic Goals linked to this position

Brilliant Experiences: *Provide leading member fan, participant and volunteer experiences that create excitement and enjoyment for everyone*

- Develop and deliver outstanding live and digital year round experiences that create enjoyable moments and lasting memories
- Deliver positive, fun and inclusive experiences for all participants and volunteers
- Activate the WACA Ground with vibrant and positive experiences driving repeat visitors

Inspirational Players and Teams: *Create successful and inspiring players and teams to all representative levels*

- Use powerful storytelling and technology to showcase our inspiring teams and players and connect our cricket and cultural heritage

Key Responsibilities

- Provide campaign support for key initiatives including membership, ticketing, participation, match promotion & presentation and merchandise
- Undertake data research and generate analytics in areas such as social media and email marketing
- Undertake sports code research to identify trends, competitors, and opportunities
- Manage and monitor merchandise stock levels
- Use unique perspective as a player to assist in content creation during ideation and implementation phases for various platforms
- Actively participate in and contribute ideas during strategic initiative meetings that aligns to brand's voice and messaging
- Attend and contribute to event planning, marketing and other stakeholder meetings

- Assist in the development of key WACA Publications including the WACA Statistics Book and the Western Cricketer – the company’s annual report
- Provide administration support as required including but not limited to raising purchase orders, image sourcing, and obtaining quotes
- Provide assistance to other CMS divisions (Communications, Digital and Partnerships) as required
- Undertake other associated duties consistent with the standing and responsibilities of the internship

Key Stakeholders

- WA Cricket Internal Departments and Staff
- Cricket Australia

Child Protection

It is your duty to comply with Australian Cricket’s Looking After Our Kids for Australian Cricket Personnel and Australian Cricket’s Commitment Statement to Safeguarding Children and Young People, designed to ensure the safeguarding of 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 in order to feel safe and you will be committed to protecting and prioritising the safety of children and young people involved in the WA Cricket’s programs and services.

Governance

It is your duty to comply with WA Cricket’s policies and procedures which set out governance standards and manage risks for our organisation. You are responsible for being aware of and complying with the policies and procedures.

Duties under Workplace Health and Safety Requirements

We are committed to protecting the health, safety and wellbeing of all of those that work with us.

Your duties are to:

- Comply with all WA Cricket policies, procedures and relevant legislation;
- Comply with all reasonable instructions from managers in relation to health and safety;
- Take reasonable care of your own health and safety;
- Ensure your actions or omissions do not adversely affect the health and safety of other persons;
- Report any hazards, near misses and incidents to your manager and complete the required formal report mechanism;
- Complete relevant health and safety training.



Acknowledgement

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