



## ACA INTERNSHIP PROGRAM

The Australian Cricketers' Association (ACA), in partnership with Cricket Australia and state organisations nationally, is offering five paid sport administration internships for ACA members looking to develop their careers. There are eight advertised positions with five to be chosen and progressed based on the quality of the position and applications. This means that not all advertised opportunities will be selected. Maximum one opportunity per state will be successful.

The internships are paid sport administration internships available to ACA members. This program has been made possible through funds donated by the current players, and through partnerships with state cricket organisations nationally. The Program is a terrific example of how current players are funding initiatives to benefit fellow members and strengthen the game.

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/2023-internship-opportunities/>

Applications close at 11:59pm on Friday 31st March 2023.

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# Marketing Intern

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Championing the  
customer and  
leading the  
business in thinking  
'customer first'

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Updated: April 2021

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**CRICKET NSW**

Marketing Intern	
Position Details	
<p><b>Department:</b> Marketing and Communications</p> <p><b>Reports to:</b> Marketing Manager</p>	<p><b>Positions Reporting to this Position:</b> n/a</p> <p><b>Location:</b> Silverwater, NSW Flexible working</p>

### Primary Purpose of the Position

The primary purpose of the marketing intern is to assist the marketing team and be responsible for the coordination and implementation of marketing activity predominantly for participation and Big Bash and CNSW as required.

### Organisation Environment

Our vision is to be New South Wales' most loved and successful sport and be regarded as a world class organisation.

As a purpose and people led organisation, **CNSW aims to inspire everyone to play and love cricket**. To deliver on our new strategy in 2021, we are taking a collaborative, customer centric approach to our organisational structure, bringing new teams together and creating exciting opportunities to achieve our purpose.

### Team Environment

An inclusive, passionate, fun, collaborative, and high performing team that leads with customer first thinking and data led approach.

### Key Responsibilities

#### Smart, integrated marketing campaign coordination and delivery

- Supporting the Marketing Manager and Specialists to deliver integrated marketing plans specific to participation and Big Bash.
- Managing day to day general marketing tasks across community cricket and big bash
- Ensure the activity adheres to agreed timelines and manage expectations with various stakeholders.
- Briefing the designer/s and coordinating the roll out of print, digital, social and signage collateral.
- Track measures of campaign success, the ongoing tracking and reporting and the completion of post implementation reviews.
- Assist with the development of content with the greater marketing team to ensure alignment
- Coordination of requirements at content capture and Getty images content capture

#### Strong stakeholder engagement

- Develop and maintain strong relationships and collaboration with internal stakeholders across the squad teams inclusive of Community Cricket, Big Bash Leagues Experience, Commercial, Communications & PR.

#### Plus, these essential extras:

- We'd love it if you challenge our thinking (when relevant!) to ensure we are bringing to life the voice of the customer across marketing initiatives.

## Australian Cricket Values

Our values help us to deliver on our purpose of inspiring everyone to play and love cricket

# HOW WE PLAY



**RELATIONSHIPS**

We are open, friendly, and easy to work with.  
We make sure we stay connected and add value to what matters in our colleagues' and customers' lives.  
We seek to understand.



**EXCELLENCE**

We always look for ways to get better.  
We deliver extraordinary experiences.



**IMAGINATION**

We can do things we haven't done before, to create amazing experiences.  
We create bold new ideas.  
We break new ground.  
We ignite brilliant possibilities.



**HUMILITY**

We act for the good of the team.  
We stay coachable.  
We help each other thrive.

## Key Challenges

- Shared services team within the business.
- Diverse and broad stakeholder group that needs to be taken on the journey and engaged throughout.
- Change management with embedding new brands across the CNSW and customer first approach.

## Key Working Relationships

### Internal

- CNSW Marketing & Comms Team
- CNSW – Community Cricket, BBL Delivery teams, Commercial, Events.

### External

- Cricket Australia teams – Marketing, Digital, Comms, Community Cricket, BBL/WBBL.
- Agency partners (as required)

## Knowledge, Skills and Experience

### Qualifications (A nice to have but not essential for this position)

- Typical Education: University (Degree) or in the final year of University Degree;
- Experience and Tenure: No experience necessary, preferably a graduate of a business/marketing course but not essential.

### Essential Skills and Experience

- You'll be a creative and dynamic thinker that's motivated and enthusiastic;
- Strong project management skills, which you'll use daily;
- Strong written and verbal skills, time management and problem-solving skills;
- Strong computer proficiency
- Excellent personal presentation, well-spoken and a team player

- Outgoing self-starter with a 'can-do' attitude.
- A passion for sport (ideally cricket) desirable.
- Current (or willing to obtain) a Working with Children Check and permit

### Child Protection

It is your duty to comply with NSW 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.

### Governance

It is your duty to comply with Cricket NSW 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 Work 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 Cricket NSW 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 and key results areas herein are not intended to be all inclusive and may include additional responsibilities as required and assigned.