



# CASEY BASKETBALL ASSOCIATION

**POSITION TITLE:** Media Officer

**EMPLOYMENT STATUS:** Casual (Approx. 10-15 hours pw)

**FUNCTIONAL MANAGER:** General Manager

**LINE MANAGER:** Marketing & Communications Officer

The Casey Basketball Association (CBA) is looking to appoint a Media Officer to play a supporting role to the Marketing & Communications Officer. Content creation, strategic planning (marketing) and facilitation of the operational plan will be the main objectives.

## **ROLE AND RESPONSIBILITIES**

### **Big V**

- Maintain and increase live streaming capabilities.
- Assist in gameday preparations.
  - Sourcing gameday commentators and gameday commentary.
  - Content for all LED displays.
  - Ensure all gameday advertising is arranged.
- Big V Membership planning and implementation.
- Assist in gameday facilitation and operation.

### **“Cavs TV”/Podcast**

- Create plan and format of proposed platform.
- Highlight packages.
- News/Events.
- Member interviews.
- Work with Hudl.

### **General**

- Planning and scheduling of social media.
- Work within the database platform, currently SportsTG.
- Maintain website content.
- Other duties as required.

**CASEY BASKETBALL ASSOCIATION INC.  
CASEY STADIUM, TERRY VICKERMAN BUILDING  
65 BERWICK-CRANBOURNE ROAD, CRANBOURNE EAST, VIC 3977  
P.O. BOX 5408, CRANBOURNE, VIC 3977**

**WWW.CASEYBASKETBALL.COM.AU**



## **KEY SELECTION CRITERIA**

- Hold a current and valid Working with Children's Check.
- Hold a current and valid Driver's License.
- Experience using Adobe creative software.
- Experience using Microsoft office.
- Ability to work both autonomously and in a team.
- Effective verbal and written communication skills.

## **AVAILABILITY**

Flexibility of hours is required and will vary dependant on the Association's activities. Hours may take place Monday-Friday between 9:30am – 4:30pm.

Gameday hours will vary between Saturday 3:00pm-10:00pm & Sunday 11:00am – 4:00pm.

Employment to commence in early January 2020.

All applications are to be sent to [marketing@caseybasketball.com.au](mailto:marketing@caseybasketball.com.au) by 5pm on Sunday, 8<sup>th</sup> December.

**CASEY BASKETBALL ASSOCIATION INC.  
CASEY STADIUM, TERRY VICKERMAN BUILDING  
65 BERWICK-CRANBOURNE ROAD, CRANBOURNE EAST, VIC 3977  
P.O. BOX 5408, CRANBOURNE, VIC 3977**

**[WWW.CASEYBASKETBALL.COM.AU](http://WWW.CASEYBASKETBALL.COM.AU)**