

# HA Masters Committee Engagement & Communication Officer

## POSITION DESCRIPTION

*Hockey Australia is the governing body responsible for providing Australians with the opportunity to play hockey from junior levels through to elite competition, including the Olympic Games. Hockey Australia’s 2019-2022 Strategic Plan is the key instrument driving the direction for hockey in this country.*

Our values are central to our way of working. They describe the way in which directors, staff and athletes behave, interact and work together. At Hockey Australia we will:

- continue to **LEAD** by working collaboratively with our stakeholders.
- operate with **INTEGRITY** in all areas of our work by placing the best interests of hockey in Australia at the centre of any decision.
- pursue **EXCELLENCE** both on and off the field of play.
- **INCLUDE** and welcome any person who wants to engage in, and enjoy, our wonderful sport.

| HA Masters Committee Engagement & Communication Officer |   |
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| <b>Position reports to</b>                              | Chairperson - HA Masters Committee with close liaison expected with GM Commercial, Communication and Events.  |
| <b>Key Relationships within Hockey Australia</b>        | HA General Manager – Commercial, Communications & Events; and HA Media Manager  |
| <b>Core Purpose</b>                                     | The Engagement and Communication Officer is responsible for creating and implementing strategies to build the One Masters brand, enhance the digital presence and promote participation, recognition, celebrations, and events related to Masters   |
| <b>Remuneration</b>                                     | The role is voluntary and self-funded.  |
| <b>Key Responsibilities</b>                             | In collaboration with HA: <ul style="list-style-type: none"> <li>• Developing and executing a marketing/promotional plan for the One Masters brand</li> <li>• Developing effective corporate communication strategies</li> <li>• Managing communications with external stakeholders and partners</li> </ul> |



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|                                | <ul style="list-style-type: none"> <li>• Drafting content (e.g. press releases) for social media or website(s) for review by HA</li> <li>• Organising initiatives and plan events/projects that promote the One Masters brand</li> <li>• Fostering relationships with advocates and key persons</li> </ul>   |
| <b>Skills &amp; Attributes</b> | <ul style="list-style-type: none"> <li>• Team player, uses collaborative skills</li> <li>• Skills and experience in working in strategic partnership</li> <li>• Ability at develop a marketing/promotional plan</li> <li>• Ability to develop promotional guidelines</li> <li>• Proven skills in using a range of media platforms including social media</li> <li>• Proven skills and experience in drafting content (e.g. press releases) for social media and/or website</li> <li>• Ability to respect confidentiality</li> <li>• Understanding of the hierarchy of Masters Hockey</li> <li>• Ethical Decision Making</li> </ul> |
| <b>Appraisals</b>              | Annual performance reviews conducted by the HA Masters Committee Chairperson and HA GM Commercial, Communication and Events  |
| <b>Other Information</b>       | Associated expenses for Committee members to attend meetings (travel and accommodation if required) will be met by HAMC.   |

