



Volunteer Position Description

Position Title:	Marketing & Communications Officer (Volunteer)		
Position Type:	Min 8 hrs/week	Reporting to:	National Operations Manager
Location:	Flexible	Date	February 2022
Nature of Tasks	Marketing, Media & Communications, Writing & Editing, IT & Web Development, Social Media Management		
Suitable for	Skilled Volunteers		

About Australian Calisthenic Federation

The Australian Calisthenic Federation Limited (**ACF**) develops, promotes, administers, and coordinates the unique sport of Calisthenics. ACF's goal is for everyone in Australia to know and love Calisthenics.

Calisthenics involves a variety of exercises, figure marching and dance, with or without apparatus. Participants develop an appreciation for music and rhythm and experience the excitement of performing to an audience. Performances are artistically appealing with costumes and choreographed routines that engage and entertain audiences. Most importantly though, participation in Calisthenics is about enjoyment, making friends, being part of a club and experiencing the health benefits of keeping physically active.

ACF is the national governing body for Calisthenics in Australia. There are seven (7) Member State bodies in ACT, NSW, NT, Qld, SA, Vic and WA. ACF is responsible for developing the sport and setting the strategic direction, at the national level. ACF also ensures national consistency with coach accreditation, skills, adjudicating, and delivery of national competitions, through volunteer run standing committees.

ACF has recently completed a strategic review and has commenced structural and governance reform which includes a change to the legal structure of the organisation.

ACF is now seeking a Marketing & Communications Officer (Volunteer) to assist with the marketing and communication elements of its strategic plan and stakeholder engagement plan and to work closely with the National Operations Manager (**NOM**) to support the objectives of the organisation.



About the position

The **Marketing & Communications Officer** will support the marketing and communications objectives of the ACF. This is an important & exciting volunteer role to take ownership of all marketing and communication platforms and drive stakeholder engagement throughout this national sporting body.

This role will be responsible for assisting in developing content for communications, social media, and stakeholder engagement activities and will engage with Board Sub Committees as required to fulfill the objectives of the role.

Responsibilities

- Working with the ACF Board and National Operations Manager to develop the communications strategy and content required for campaigns, regular updates and general communications, in line with the stakeholder engagement plan.
- Develop and implement an approved marketing calendar to optimise marketing activity for ACF and incorporate the use of channels, an understanding of the target audience and measurement tools, to achieve the outcomes of the stakeholder engagement plan.
- Undertake regular engagement with the ACF Standing Committees to identify, plan and collect narratives, photos, audio visuals and other media materials for communication and awareness raising.
- Prepare and coordinate production of a variety of engaging content for digital and print media, and marketing communications that can be used on the ACF website.
- Procure content for posts including, but not limited to, Instagram, Facebook, and Twitter.
- Monitoring and response to comments or notifications from social media posts.
- Collate material for periodical newsletters, blog and stories for website publishing and other communications avenues.
- Identify ways to improve marketing material and contribute to the development of the ACF strategies.
- Assist the National Operations Manager to prepare a Board update and report for marketing and communication activities.

Requirements

- At least 5 years' experience in a marketing or communications type role, preferably within the sport or community sector.
- Strong creative writing skills and the ability to write in a professional yet personal style.
- Excellent verbal communication skills.
- News and/or blog writing experience.



- Experience editing websites.
- Experience in managing social media campaigns, and be able to create content via Canva or similar and schedule posts, like, share, follow, tag etc.
- Ability to develop engaging supporter communications.
- The ability to work independently at times but be able to work as part of a team
- Energetic, consistent and dedicated personality.
- Willingness to learn and continuing commitment to improvement.
- Be flexible, open minded, tolerant and appreciate the complexities of working with multiple stakeholders.
- Ability to take initiative
- High attention to detail and highly developed organisational skills
- Proficiency in Microsoft Office

Knowledge and experience within the sport of Calisthenics or similar sport is desirable but not essential.

Other relevant information:

- Time required is approximately 8 hours a week however more time may be required leading up to planned National events (once a year). Initially, some additional time will be required in orienting in the role and completing a 'handover'.
- This position is subject to a National Police Records Check and Working with Children Check. (paid by ACF for successful applicant).

How to Apply

Please forward your CV along with cover letter to director_ds@calisthenicsaustralia.org by 4th of March 2022.