



# Willetton Basketball Association seeks a Communications & Digital Officer

An exciting opportunity has arisen for a passionate and dedicated individual who has a strong interest and the necessary skills to promote the activities, programs and competitions of the WBA, whilst ensuring consistent application of our new branding across all communication channels and customer touch points.

The Willetton Basketball Association is Western Australia's premier basketball association, located in the southern suburbs of Perth, Western Australia. A major redevelopment of our facility was completed in 2020 and we now are fortunate to operate from one of the best sporting stadiums in Western Australia, Willetton Stadium.

We are seeking applications from interested and qualified persons who have the necessary skills and experience to apply for a part-time role of Communications & Digital Officer (CDO). The successful applicant will join our staff team internally based at Willetton Stadium, with the role being inclusive of some weekend and after hours work as required.

Working closely with the WBA CEO and staff team, the role's primary focus will be to:

- Focus on creating and scheduling content to maximise engagement across our major social media platforms, new website and bi monthly newsletter publication to create increased awareness and connection with WBA throughout the WBA and wider WA basketball community.
- Have a focus on increasing the fan experience for our Zambrero Willetton Tigers NBL1 West flagship teams by producing, managing and creating content related to NBL1 West that inspires and entertains a variety of audiences.
- In line with new branding guidelines, implement strategies to enhance the brands of the Willetton Basketball Association and our high-performance brand the Willetton Tigers.
- Develop digital content in consultation with relevant staff as it relates to each member's area of work, for website and social platforms.
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Develop and manage website content.
- Develop and plan the marketing activity calendar.

If interested individuals would like a confidential discussion around any aspect of the role please contact Willetton Basketball Association CEO Mark Winnett on 0428 817 993.

**Applicants must email a copy of their current CV with a covering letter outlining your experience for the role, whilst addressing the ideal skills and requirements from the position description, to:**

[mwinnett@willettontigers.com.au](mailto:mwinnett@willettontigers.com.au)

**APPLICATIONS CLOSE: 5pm Sunday 27<sup>th</sup> March 2022**

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