

Communications Coordinator (Part Time)

Equestrian South Australia (ESA)

Who Is Equestrian South Australia (ESA)?

ESA is the peak body for horse sports in South Australia and comes under the banner of Equestrian Australia who control horse sports across the 6 states and the Northern Territory. ESA oversees all disciplines of South Australia's competitive horse sports from a junior level through to serious competitor class competition, as well as providing an accreditation pathway for coaches and officials. At a more senior level, Equestrian Australia is affiliated with the Federation Equestre Internationale (FEI) who are the administrators of international horse sports.

ESA maintains affiliations with Equestrian Australia, relevant Government and Non-Government agencies at the State level, for example the Office of Sport & Recreation South Australia and Sport SA. ESA is a non-profit organisation incorporated under the South Australian Associations Incorporations Act 1985 and is comprised of individual members, affiliated clubs, life members, coaches, and officials.

Position Purpose

Primary – To enhance communications as effective marketing exposure for ESA through its direct and indirect membership relationships, including but not limited to all facets of members from individual competitors, officials, coaches, to affiliated clubs, along with Office Recreation, Sport & Racing, Corporate Sponsors, and other key private stakeholders.

Secondary - The Communications Coordinator will work closely with the Executive Officer (EO), high performance stakeholders and the ESA team and supports the ESA Discipline Committees and indirectly clubs to promote events, products, services, activities, and work of ESA, via traditional, media, social media, other mediums, and the website. This role is responsible for promoting and supporting ESA junior athletes and their horse, events, products, services, and activities.

Position Responsibilities – Working in consultation with Executive Officer the successful candidate will provide -

Assistance with the development and implementation of a communications, marketing and media plan for ESA. This is a new and essential task to managing our communication protocols more efficiently and enhancing our awareness and promotion of our events, programs, achievements, and good news stories as well as responding to incidents.

In addition, you will work with the EO to identify and refine our commercial priorities with a view to developing marketing/sponsorship proposals, with the sponsorships coordinator to reflect investment and return for potential sponsors. You will also service officials, coaches and clubs with a coordinated and clear communication plan to ensure benefits are received in return for investment from members to sponsors.

Regular review of ESA website, providing continuous upgrades to web pages to keep information current. Daily uploading and amendments of ESA website content including: -

- Updates to leader boards, discipline page text/image changes.
- Monthly calendar of events including listing for all events for 6 x disciplines.
- Upload yearly calendar of events for individual discipline web pages.
- Prepare communication plans for programs for events and upload to website, email and socialize when appropriate.
- Promote discipline and club events via website and other social media means.

Monitoring of various media mediums and advising of potential opportunities to benefit ESA and its membership.

Timely monitoring of any ESA related media and providing cross promotion via our social platforms and via membership based direct emails generated via Nominate or other means suitable.

Develop and present proactive communication and media opportunities in consultation with EO. Promote relevant matters of interest to the Equestrian community along with positive news stories pertaining the ESA.

Create content for and oversee the management of ESA social media mediums, providing interesting, engaging, and informative media releases to targeted audiences.

Develop, design and review ESA membership brochure outlining all membership opportunities, membership categories, licencing et al. and reconfigure membership forms annually.

Work with EA communications team to release valuable information and contribute to EA's newsletter as appropriate, and in a timely manner.

Assist with the design of ESA merchandise and manage its promotion, sales, and distribution.

Coordinate, promote and provide support for DC events, products, services, and activities.

Actively communicate with the various channels such as club affiliates, and other target groups, on a wide range of matters

Collate and provide EO with accurate monthly analytics statistics of the ESA and Discipline Committees (DCs) Facebook pages.

In addition, you will also assist with the production of the AGM Annual Report and the staging of the AGM and the ESA Annual Awards Night, promoting both events on social media and direct email to the ESA membership base.

Utilising Nominate database (ESA's CRM System), our Coordinator will write & send direct emails to a specific demographics to promote board updates, high performance, and junior development initiatives, and if needed, support DCs with events, shows and programs.

Essential Qualifications & Experience

Excellent skills at interviewing and public speaking.

Effective written communications skills including the ability to prepare proposals, plans and programs.

Ability to copywrite, proof or write content for various social media mediums and media releases.

Strong editing skills and competence in a range of social media platforms.

Ability to see and capture or create content rich material that is audience and media worthy.

Good knowledge of working with MS Office suite and graphic design products.

Proficient skills in photography, videography, voice over and content editing.

Strong project management and organisational skills.

Demonstrated ability to work within a team and operate alone when required.

Demonstrated ability to work in a proactively diverse and inclusive organisation.

Excellent and proven interpersonal, verbal, and written communications skills.

Demonstrated ability to multitask, with organisational skills to manage and promote event orientated duties.

Proven ability to work effectively under pressure.

Attention to detail.

Current motor vehicle license.

Current Working with Children check.

Experience in the field of equestrian.

Desirable & Developing Qualifications

Qualification in communications, public relations, marketing, media advocacy or journalism.

Qualification in website maintenance and competence in a range of social media platforms.

Qualification in photography, videography and editing