

Digital Producer

Basketball Australia • Melbourne VIC 3004

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Job details

 Date posted
11 Jun 2021

 Expired On
14 Jul 2021

 Category
Editorial, Media & Creative Arts

 Occupation
Directors, Producers & Staff

 Base pay
\$0 - \$0

 Contract type
Permanent

 Work type
Full Time

 Job mode
Standard/Business hours

Work Authorisation
 **AUSTRALIAN CITIZEN / PERMANENT RESIDENT**

Perks

BASKETBALL

Skills

MARKETING

MICROSOFT OFFICE

PROJECT MANAGEMENT

STAKEHOLDER ENGAGEMENT

ACROBAT

BRANDING

BUSINESS INTELLIGENCE

CONTENT DEVELOPMENT

MARKETING COMMUNICATIONS

SEARCH ENGINE OPTIMIZATION

WRITTEN AND VERBAL

Full job description

Hot Digital Producer Basketball Australia * Wantirna South Victoria Australia * Full Time Closing 15 Jun 2021 Applications 0 Description Basketball Australia Basketball Australia is the governing and controlling body for the sport of basketball in Australia. A not-for-profit business, Basketball Australias members are the eight state and territory basketball associations who we work closely with to grow the sport. Basketball Australia manages our elite national teams (Boomers & Opals, Rollers & Gliders plus mens and womens 3x3), our Centre of Excellence facility, elite competitions including Australias longest running womens competition, the Womens National Basketball League

(WNBL), major international competitions, annual national junior championship events as well as Australian basketballs official junior game development program and other national programs and events. Basketball is an Olympic and Paralympic sport and shares one of the highest international sporting profiles with the sport also ranked as the second most popular team sport in Australia with over 1 million people playing the game. Basketball Australia manages 22 national teams which compete in Olympic and Paralympic Games, Commonwealth Games and FIBA World Championships.

About the Role
Basketball Australia is seeking to appoint a Digital Producer who will be responsible for developing and maintaining Basketball Australias websites and related digital infrastructure to drive growth for the sport. This role will balance content goals with other business outcomes including branding guidelines/tone of voice, SEO, accessibility and ensuring content on our suite of websites is aligned to achieve measurable commercial outcomes. The organisation needs to market and communicate our activities widely and derive actionable insights for business intelligence reporting. As such you will work closely with both the Marketing and Communications Managers as part of the Marketing, Communications and Digital department to ensure BAs digital solutions are fit for purpose. This will extend to identifying opportunities to support and collaborate with State and Territory associations. The successful candidate will be a digitally focused individual with a background in managing digital projects. You will work collaboratively with other digital stakeholders to pro-actively identify and recommend improvements to optimise and enhance the digital experiences and customer journey through website and content development.

KEY AREAS OF RESPONSIBILITY Reporting directly to the Executive General Manager, Marketing, Communications and Digital the role will manage a team member and will be responsible for overseeing the following key areas:

- * Overseeing the development of Basketball Australias digital assets that will drive growth and help map customer journeys to define the purpose and goal of content.
- * Determine an optimal digital architecture to help users discover content across the suite of websites and associated digital platforms.
- * Project management of digital development - from concept to completion
- * Develop and maintain strong relationships with key technology partners who provide digital solutions, including websites and ecommerce.
- * Work with the Marketing and Communications Managers to enhance the digital assets to ensure products are servicing the needs of the organisation.
- * Work with key team members to establish and monitor an appropriate process for how the content migration/creation should be managed and prioritised.
- * Coordinate, develop, create and deploy content ensuring it improves the customer journey and engagement and meets style, tone and marketing message requirements.
- * Re-purpose print and PDF material for digital usage.
- * Ensure the suite of websites are SEO optimised to improve the findability, usability and relevance of our content.
- * Conduct regular reporting on content activity and trends, to drive ideas and innovation. across digital and data platforms and support the growth objectives of the organisation and inform key stakeholder of digital performance using Adobe Analytics, other analytics tools and reporting dashboards.

THE IDEAL CANDIDATE You will be able to tell us how you have delivered digital projects for the businesses you have worked for. You will demonstrate a track

record in managing budgets well and ensuring you extract value from the resources you have available to you. You are committed to excellence with a personal drive and energy to deliver results. Building and maintaining strong relationships is a natural strength both internally and externally. Most of all your experience means that you can be self-sufficient and deliver results against our new strategic plan while providing input for future activities. Key Selection Criteria

- * Proven ability to deliver projects on time, on brand and on budget.
- * Demonstrated understanding of the commercial value of digital assets.
- * Strong web analytical and reporting experience with an ability to use data to drive innovation/ using Google Analytics and/or other reporting tools.
- * Experience applying SEO principles and Accessibility principles to content.
- * Proven experience in content management/production using one or more content management systems to organise and publish content such as Wordpress & Weebly.
- * Working knowledge of HTML & CSS desirable.
- * Stakeholder engagement and communication skills, including listening, gathering information and problem solving.
- * Experience reviewing content and providing feedback to content authors/stakeholders to support content improvement toward goals/target audiences.
- * Outstanding written and verbal communication skills.
- * A tertiary qualification in Marketing, Business, or a related discipline or equivalent industry experience.
- * 2+ years solid experience as a digital produce/web content author.
- * Proficiency with a wide range of technology tools, including SharePoint; Content management systems and Microsoft Office toolset.

Please include a covering letter and your resum. Your covering letter must show us why you should be considered for the role, with careful attention to the criteria set out above. Please go to the Basketball Australia LinkedIn page (via the apply for this role button below) to apply.