



POSITION DESCRIPTION

POSITION:	Member of the Profile Working Group
REPORTS TO:	Communications Manager, Squash Australia
SALARY PACKAGE:	Voluntary

THE ROLE

The role of the Profile Working Group (PFWG) is to ensure the Squash Australia Profile plans are fit for purpose, meeting best practice standards. In doing so the PFWG will provide innovative ideas for raising awareness and gaining positive publicity and for generating new income streams for Squash Australia.

PFWG members will play a key part in developing ideas, content and process for moving all areas of the Squash Australia Strategic Plan forward. The PFWG will be a major resource to the Squash Australia Board and CEO of Squash Australia to assist in developing and managing the game of Squash across Australia.

KEY AREAS OF FOCUS

- Profile section of the strategic plan;
- Communication plan;
- Marketing plan;
- Media plan;
- Revenue generation;
- Identification of resources to successfully delivery against the plans:
 - Staff;
 - IT requirements;
 - Budget.

KEY ATTRIBUTES

Each member shall have skills and experience appropriate to the core focus of the PFWG namely a marketing, public relations and social media. That includes:

- Experience in fundraising;
- Grant writing skills;
- Digital and graphic design skills are preferable;
- Availability to attend Working Group meetings via phone once every quarter;
- Good communication skills;
- Desire to make a difference and make squash game more accessible and enjoyable sport.

APPLICATION PROCESS

All applicants are required to send a Letter of Interest, stating why they would like to be considered for the role. Please send your Letter of Interest to ceo@squash.org.au before 20th May 2019.