



SPORTS
ENVIRONMENT
ALLIANCE®

MEDIA VOLUNTEER

POSITION DESCRIPTION

Title:	SEA Media Volunteer
Reports to:	CEO Communications and Social Media Advisor Events Manager
Direct reports:	Nil
Internal customers:	CEO Event Manager Community Engagement Committee SEA Board and Committees
External stakeholders:	#SEAMembers #SEASTaff #SEAVolunteers #SEAAmbassadors Sport-related organisations Industry and Government organisations
Commitment:	6 months 1 day/8 hours per week

ROLE SUMMARY

The Sports Environment Alliance (SEA) is a membership-based registered charity organisation that is committed to improving and promoting sustainability within the sport industry. The Alliance facilitates interactions, collaborations and knowledge exchanges among our members, partners and environmental sustainability experts, in order to ensure that sport does more {for the world} with less {footprint}.

The MEDIA VOLUNTEER will assist the Communications and Social Media Advisor with the day-to-day planning and operations of SEA's social media accounts (Twitter, Facebook, LinkedIn, Instagram and YouTube) and external communications, to best support our family to lead, learn, share and act for our clean future.

MAIN OBJECTIVES

The Sports Environment Alliance is established to be a charity with a purpose of protecting and enhancing the natural environment of Australasia by promoting sustainability, sustainable development, regeneration and use of resources by:

- Educating the general public through mass engaging cultural levers, namely, the sport community and industry,
- Encouraging climate action through mitigation and adaptation; sharing resources and undertaking related projects & programs,
- Engaging all communities in the ideals, values, and vision of our charity organisation to protect our clean future through present action.

The MEDIA VOLUNTEER will support these goals by supporting the Communications and Social Media Advisor with the coordination of all internal and external SEA-related communications activities.

Key accountabilities include:

- Develop social media post ideas for SEA's monthly social media calendar (2 week lead-time)
- Draft channel-appropriate social media posts and source images via SEA-approved channels
- Create artwork and designs through SEA's approved creative platform Canva
- Assist with the development, editing and distribution of video content
- Monitor SEA's social media accounts (Twitter, LinkedIn, Facebook, Instagram and YouTube) and advise the Communications and Social Media Advisor of any required actions
- Assist the Communications and Social Media Advisor with the drafting of media releases, blogs, EDMs, resources and other written collateral as required
- Attend events and cover them on SEA's social media accounts via photography, filming, and live posting
- Monitor SEA members and ambassadors as well as relevant industry social media accounts and news outlets for pertinent information that can be reposted on relevant SEA channels
- Conduct interviews with various SEA stakeholders in person, via email or over the phone
- Assist with the monthly social media and communications report.

SELECTION CRITERIA

Attributes

Essential

- A passion for sport and the environment
- Excellent general and social media communications skills, both written and verbal
- Strong attention to detail
- Strong time management skills
- Good stakeholder management skills
- An understanding of the Australian sporting landscape and an interest in sport
- Digital design skills and video editing skills.

Education

- Studying a Bachelor's degree or Master's degree (or equivalent) in a relevant area of study (e.g., communications, journalism, public relations, digital communications, media).

WHAT YOU WILL GAIN

- Experience in social media management and public relations
- Opportunity to develop new skills
- Experience in environmental communications
- Opportunity to work with an amazing cross-skilled team
- Opportunity to have your amazing ideas heard and potentially implemented!
- Opportunity to make a real difference within the organisation (and the sporting industry).

If you have questions about this role, please contact SEA's Communications and Social Media Advisor via communications@sportsenvironmentalliance.org.

To apply for the MEDIA VOLUNTEER role, please email your current CV and a brief cover letter (no more than one page), outlining why you are interested in this position, to communications@sportsenvironmentalliance.org

ROLE ACKNOWLEDGEMENT

I have read and understood the above position description for the position of MEDIA VOLUNTEER.

Signature: _____ Date: _____