



Vanuatu Cricket Association Position Description

About Us:	<p>The Vanuatu Cricket Association is one of the nation's premier sports organizations and the governing body for cricket in Vanuatu. Operating as a charitable organization we are responsible for overseeing and promoting cricket on a national and international level.</p> <p>At Vanuatu Cricket we understand the invaluable role our employees play in working towards our vision of making Vanuatu a country that loves cricket because it brings people together, provides social and economic opportunities, raises awareness about Vanuatu overseas and is a source of national pride.</p>
Position:	Marketing Officer
Department:	Marketing
Manager:	Marketing Manager
Role Purpose:	<p>The position of the Marketing Officer is an exciting opportunity that requires a dynamic self-starter with the ability to communicate, contribute and execute creative and meaningful ideas to heighten the reputation, image, and visibility of the Vanuatu Cricket Association locally and internationally to achieve the VCA's overall strategy.</p> <p>We are looking for someone who is dynamic, creative, coachable, pays attention to detail and is able to adapt to the ever-changing and spontaneous world of sport. Prior knowledge of cricket and experience in media or marketing would be an advantage but is not essential.</p> <p>The individual must display a strong ability to work alongside and learn from the marketing manager and mentors alike while establishing their own ideas and creativity. The role will suit anyone with an interest in marketing, graphic design, media, social media marketing, events management, relationship building and management alongside a strong interest in making a positive impact in our communities through cricket.</p> <p>Training opportunities will be made available to upskill and provide capacity building for the individual in this position.</p>
Document Date:	27 th August 2021

Job Prerequisites

- Must be proficient in spoken and writing English
- Must be able to think creatively, be self-starting and a dynamic member of our team
- Must be able to communicate well
- Must be able to work independently in conjunction with the marketing manager
- Desirable to have skills in graphic design
- Desirable to have skills in photography & videography
- Knowledge of cricket is desirable but not a requirement

Key Responsibilities

Planning

- Assist planning advertising and promotional campaigns for the Vanuatu Cricket Association on a variety of media (social, print etc.)
- Support the marketing manager in overseeing the department's operations
- Plan budgets and reconcile funds used.
- Prepare content for internal use (like guidelines and glossaries)
- Coordinate with team members to gather images, logos, stats and content to use in various creative projects
- Maintain updated records of the videos, images and guides that we use

Social Media

- Write marketing and communication material, including press releases, infographics and social media posts
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Take photos and Videos alongside editing and updating any material as needed.

Press Releases

- Assist the Marketing Manager in Developing PR campaigns and media relations strategies
- Prepare and distribute press releases
- Prepare and submit PR reports

Marketing & Promotions

- Support the marketing team in daily administrative tasks
- Design marketing and communication material, including press releases, infographics, and social media posts.
- Help distribute marketing materials
- Help design promotional and sponsorship material for events, like brochures, posters, and videos
- Contribute in the implementation of marketing strategies
- Organize and attend marketing activities or events to raise brand awareness
- Coordinate with team members to gather images, logos, statistics, and content to use in various creative projects
- Collaborate with Media Partners including Television, Radio, the VCA Website and Online
- Deliver innovative campaigns whilst adhering to sponsorship obligations

Events

- Help organize and facilitate marketing events
- Assist in planning and running any cricket events
- Promote all events across all VCA platforms

Additional

- Adhere to the instructions for any additional tasks as required by the Marketing Manager from time to time.

Governance

It is your duty to comply with the Vanuatu Cricket Association's policies and procedures which set out governance standards and manage risks for our organisation. You are responsible for being aware of and complying with all policies and procedures.