



COMMUNICATIONS STRATEGIST

WWW.PLAYITON.COM.AU



ORGANISATION DETAILS

Play it On is a social enterprise that aims to address the barrier of lack of finances for families that inhibit children's opportunity to play sport. Play it On is based on the philosophy that 'consumerism for purpose' is a sustainable solution for meeting both customers' needs, environmental and social needs. www.playiton.com.au

HOW TO APPLY

Apply online via www.sparetime.online/playiton before 5pm Friday 15 November

WHERE TO GET MORE INFO

Email: hello@sparetime.online or theresa@playiton.com.au

Phone: 0475-447-291
www.playiton.com.au
www.sparetime.online/playiton

WHAT YOU WILL DO

The Play it On Communications Strategist will develop the organisational communications strategy and project plans. This will include planning for the social media presence and proactive and reactive communications opportunities for the organisation, including PR. This will be a short-term role.

WHAT YOU WILL KNOW

You will have a background in communications including social media platforms and PR. This role could be suitable for someone with significant industry experience or a current student nearing the completion of your studies.

You will have the following skills and experience:

- Experience in developing communications strategies either professionally or as a part of your current studies including the setting of targets;
- A working knowledge of social media platforms and channel-specific strategy and planning
- Ideally you will have experience in communications for sports retail and/or crowdfunding;
- An understanding of communications metrics analysis and its use in strategy development

WHAT YOU ARE COMMITTING TO

You will be committing to a short term role as the Play it On Communications Strategy. This may be completed in one big burst or over a few weeks depending on your schedule.

Hours Per Week: 2-20 hours.

Salary: This is a volunteer role.

Commitment: This work is required to be completed by late October 2019.