



SEEKS THE SERVICES OF A DIGITAL COMMUNICATION AND IT CONSULTANT

BACKGROUND

Golf Australia is the national governing body for the sport of Golf in Australia and is responsible for the management, administration, marketing and promotion of the sport. Golf Australia's key stakeholders are the State Golf Associations, their affiliated clubs and their members, and the many unregistered or "social" golfers who play at hundreds of courses around the country. Golf Australia's key internal stakeholders are the board, management, staff and contractors who participate in the organisation's activities and projects.

Golf Australia receives revenue from the Federal Government through the Australian Sports Commission, affiliation fees from the State Associations, various courses and programs conducted for officials, merchandise, tournaments, and from corporate supporters.

Golf Australia's key business areas are focused on sport & member services, course rating, handicapping, rules accreditation, tournament management, game development, high performance and business services.

The Digital Communication & IT Consultant role is a key support position across the organisation to ensure the effective development and delivery of Golf Australia's programs and services. The role will make a major contribution to the provision of, planning for, and the further development of all nationally managed web-based systems. In addition, the role will provide first level assistance to key system users, deliver training to key internal and external audiences and coordinate Golf Australia's relationship with its Information and Technology providers.

ROLE

- Provide a wide range of in-house advisory and technical support services to Golf Australia's board, management and staff.
- Facilitate strategies and work practice to ensure that GA's web and digital requirements are met in a timely & efficient manner
- Assist GA management to develop plans, policies and protocols in areas relating to digital communication, data management, hardware and software acquisition, maintenance and upgrade management
- Assist GA staff to develop & refine their understanding, work practices and procedures in all areas of GA digital communication & data management

- Participate in meetings with 3rd Party IT Providers (e.g. Golf Link, Sportal) and provide advice to GA management & staff to ensure that GA's needs are met in a fair and reasonable manner and that GA's interests are protected at all times
- Participate across the organisation as a technical adviser to teams working on specific projects, facilitating the efficient & successful delivery of the project outcomes by ensuring appropriate consideration & planning is given to IT requirements
- Provide a contemporary, viable & efficient in-house IT troubleshooting service to GA staff & management
- Assist in the design, development, utilisation & troubleshooting of mission critical and daily operational databases
- Assist in the design, development, marketing and integration of GA's current and future digital communication vehicles
- Oversee direction and facilitate daily operation of GA website, social media vehicles, and other associated digital communications between GA, State Associations, stakeholders, partners, media groups, board members, management, staff, contractors, volunteers, high performance coaches and players, club members and social golfers
- Assist GA management to review & redirect digital communication strategies by developing and refining monitoring and reporting procedures of relevance to all aspects and sections of the organisation

SKILLS & KNOWLEDGE

Golf Australia seeks an experienced IT professional with

- An effective understanding of the Australian sport environment, preferably with a strong affinity for the sport of golf
- An empathy for and understanding of the functioning of a non-profit member-based organisation
- A high attention to detail, and effective skills in time management
- A strong understanding of major computing platforms, office efficiency applications including the Microsoft and Adobe suite of products, and a demonstrated background in web based IT tools
- A strong work ethic and a preparedness to work unusual hours
- A contemporary customer service orientation
- Effective communication skills, including both written and verbal presentation and reporting skills, with an ability to logically structure cases for strategy options, communicate credible scenarios & possibilities
- Ability to contribute to competitive & innovative strategies & plans in keeping with organisation objectives
- Ability to marshal resources and manage multiple activities
- Ability to utilise resources effectively and efficiently
- Ability to design, develop, manage and troubleshoot databases
- Understanding of HTML newsletter design, creation and management

- Good understating of backend website operations and digital links
- Effective, contemporary & practical background in technical aspects of web design & development (from concept to completion)
- Good understanding of and creativity in utilising Social Networking technologies to promote activities, events & projects
- Good understanding of processes & strategies involved in capturing interest and generating online engagement
- Good knowledge of the Golf Link handicapping operations would be an advantage

PERSONAL ABILITIES

- Ability to patiently work with staff to resolve IT and technical problems and issues
- Ability to actively work toward goals and objectives
- Ability to make significant contribution to digital operations across the organisation
- Able to meet deadlines
- Awareness of the holistic needs of the organisation and ability to show initiative with new ideas and strategies
- Ability to work independently but also collaboratively as part of a team
- Demonstrated ability to educate and lead users required to adopt effective IT solutions for their project work and daily operations
- Demonstrated high-level project management/coordination skills, preferably in relation to complex IT projects
- Excellent interpersonal skills, with tested ability in working effectively with both technical and non-technical personnel
- Excellent verbal and written communication skills, a demonstrated ability to effectively communicate across an organisation, and a demonstrated ability to effectively represent the organisation to external groups and individuals

Expressions of interest close on 29th August 2011 and should be emailed to Frances Crampton AM, National Director Golf Development
francesc@golfaustralia.org.au