



## State Umpire - Communications & Membership Engagement

### Position Description

#### Position Details

<b>Position:</b>	State Umpire – Communications & Membership Engagement Volunteer position
<b>Reports to:</b>	BV Umpiring Working Group Technical Officer
<b>Term:</b>	Two years

#### Primary Purpose of the Role

The State Umpire - Communications & Membership is responsible for:

- Collaboratively working with the Baseball Victoria Umpiring Working Group (BVUWG) to effectively deliver the Baseball Victoria State Umpiring Program (SUP) and the umpiring components of the Baseball Victoria Strategic Plan.
- Developing, managing, and implementing the SUP, including policies, procedures and reports in relation to the SU Portfolio, focused on communications and membership engagement initiatives in consultation with the Technical Officer.
- Overseeing and managing the day-to-day operation of the SUP communications mediums including:
  - Website
  - Facebook page
  - Email campaigns
- Manage the SUP merchandise and uniforms in consultation with the Technical Officer
- Manage umpire recognition awards, including Umpire of the Year
- Actively promoting the SUP to raise the profile of the products and services available to members, potential members, the public and other stakeholders
- Any other ad hoc duties as required to promote growth of the SUP

## Key Duties and Responsibilities

### Assistance with the management of the SUP

The assistance required will include, but is not limited to:

- Involvement in drafting and preparing documentation in relation to amendments to the Umpires' Code
- Input to the maintenance of structures associated with selection of state development squads
- Input in selection of umpires for state and national tournaments
- Being required to act in the capacity of SU Elect in the event of incapacity or absence of that person for any reason, if selected by the SUC and Technical Officer

### Attendance and participation in meetings when required

A requirement to attend and participate in meetings, as follows, but not limited to:

- Annual SUC Meeting
- Annual National State Directors of Umpiring Meeting

### Assistance with management of State Championships and other selected tournaments

A requirement to assist the SUC and SU Operations, but not limited to:

- Involvement in final selection of respective championship and competition Assessing Panels
- Involvement in final selection of umpires to staff the respective championships and competition
- Involvement in final selection of candidates who are eligible to attempt a higher level of accreditation

## Key Requirements

- It is desirable for the person to have knowledge of the umpire program but not essential
- Previous experience in leading and managing strategic and operational programs/initiatives to achieve growth targets
- Previous experience in developing and delivering a multi-channel communications strategy. The channels include, but are not limited to:
  - Website
  - Social media such as Facebook, Instagram, Twitter etc.
  - Email campaigns
  - Newsletter

- Demonstrated experience in:
  - Preparing text and graphic content for the web
  - Copywriting and editing
  - Website administration
- Experience with CMS and familiarity with CRM systems
- Strong computer literacy, including advanced MS Office
- Experience of or familiarity with basic marketing concepts
- Proven ability to manage and mentor a team of volunteers to achieve goals

### **Personal Attributes**

- Well-developed interpersonal skills
- Excellent negotiation, verbal and written communication and literacy skills
- Self-motivated, enthusiastic and disciplined
- Highly organised, with excellent time-management skills and an ability to cope with multiple tasks and rapidly changing priorities
- Ability to plan, prioritise, delegate and organise to meet deadlines
- Ability to deal with people at all levels in the organisation including volunteers
- Proactive, hands-on approach and ability to be flexible and adapt to changing responsibilities as required

### **Key Performance Indicators**

To be discussed with the successful applicant.