



Position Title: Racing & Wagering Communication Adviser
Department: Strategic Communication & Marketing

Date: December 2019

Change to Existing position

Reports To (Position): Racing Communication Manager

Position that report to this position: N/A

Name of Present incumbent (if applicable)

PRIMARY PURPOSE OF ROLE:

The Racing & Wagering Communication Adviser will support the communication of the narrative of greyhound racing in Victoria and elevate the public perception of greyhound racing. They will develop engaging content ensuring GRV and the sport of greyhound racing is presented in line with Strategic Communication department objectives.

SCOPE:

Greyhound Racing Victoria (GRV) is the statutory authority responsible for regulating, conducting and promoting greyhound racing in Victoria, a sport that annually generates around \$400 million in economic activity and over \$2 billion in wagering and directly involves over 15,000 people.

GRV is committed to attracting, selecting and retaining the best calibre of people to achieve the highest level of performance and behavioural standards required for each position. This will help GRV to professionally regulate, conduct and promote greyhound racing and welfare in Victoria with integrity and care, and to ensure an engaging, ethical and sustainable sport.

Our vision is "Victorian Greyhound Racing is a vibrant, entertaining and thriving sport with animal welfare at its heart."

FREEDOM TO ACT/DECISION MAKING

Without referral to manager

- Contributing to overall content strategy.
- Source ideas for all platforms
- Liaise with key stakeholders and media to pitch stories to wider media

After consultation with manager or others

- Support development and implementation of GRV initiatives as required.
- Research relevant issues facing greyhound racing both in Australia and internationally.

KEY RESULT AREA	ACCOUNTABILITY/ACTIVITY	KEY PERFORMANCE INDICATOR
Area of focus	What activities are you responsible for?	How will you know this has been achieved?
Content	<ul style="list-style-type: none"> Producing racing content for multiple platforms including websites, radio, video, print and social media. 	<ul style="list-style-type: none"> GRV's various deadlines to be met with content produced to an elite standard.
Creating awareness and improving perceptions	<ul style="list-style-type: none"> Produce PR-related items telling the good new stories within the industry and pitching these to the broader media. 	<ul style="list-style-type: none"> Media coverage to increase by 10 per cent year on year.
Project Management	<ul style="list-style-type: none"> Produce and Manage the content on the Watchdog Racing channels. Other projects/campaigns as they arise. 	<ul style="list-style-type: none"> Ensure growth of 15 per cent year on year. Projects to be managed in a timely manner with attention to detail.
Innovation	<ul style="list-style-type: none"> Continually seek ways to improve process and policy to ensure that GRV remains competitive and innovative in the way we portray the industry and the sport 	<ul style="list-style-type: none"> New initiatives are developed and implemented
Duties	<ul style="list-style-type: none"> Other duties as reasonably requested from time to time 	

OHS	<ul style="list-style-type: none"> • Maintain a safe working environment in your area of responsibility. • Ensure that OH&S principles and guidelines are adhered to. • Report any breach in OH&S. Document any hazard and make suggestions / recommendations for improvements. • Report accidents and injuries and near misses as per GRV Policy and Guidelines. • Provide and maintain so far as is practicable a working environment that is safe and without risk to health. • Take care of your own health and safety and the health and safety of any other person who may be affected by your acts or omissions at the workplace. • Understand responsibilities and accountabilities to yourself and others in accordance with OH&S legislation and GRV policies and promote a working environment that is congruent with these guidelines. 	<ul style="list-style-type: none"> • Role model safe work practices ensuring adherence to OHS policy and procedures • Report incident/accident/hazard in the workplace in a timely manner • Actively Support and Promote OHS
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KEY BUSINESS CONTACTS	
EXTERNAL	INTERNAL
GRV Clubs	GM – Strategic Communications
Industry participants - including owners, trainers and breeders	Fellow GRV staff
Industry Stakeholders	
Contractual partners	
General Public	

PERSON SPECIFICATION	
EDUCATION/QUALIFICATION <i>necessary to meet position objectives</i>	
ESSENTIAL	DESIRABLE
Minimum 10 years of experience working as a greyhound racing journalist/reporter	Experience in owning greyhounds
Minimum 5 years of experience working as an Editor for a greyhound publication/s	Strong understanding of wagering on greyhounds
	Strong rapport with leading greyhound participants
SKILLS/KNOWLEDGE necessary to meet position objectives	
ESSENTIAL	DESIRABLE
Strong researching skills	Extensive experience with GRV's FastTrack portal.
Excellent oral and written communication skills	
Time management skills	
Attention to detail	
Extensive knowledge of the history of greyhound racing and the elite greyhounds currently racing.	
ATTRIBUTES required to ensure satisfactory performance and cultural fit	
ESSENTIAL	DESIRABLE
Integrity	Ability to Multi-task
Transparent	Self-Motivated
Collaborative	Lateral Thinker
Safety	Adaptability
Responsive	
Progressive	

Must love dogs	
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EMPLOYMENT CONDITIONS

- Terms and Conditions of employment are per the current GRV <Agreement/Industrial Instrument>
- The GRV environment is a unique and challenging operational environment. It operates weekdays, weekends, day and night hours. GRV employees are bound by a number of regulatory Government requirements. In addition, all staff are required to abide by GRV policies including restricted gambling, greyhound ownership and the code of conduct for Victorian Public Sector Employees.
- All employment at GRV is subject to a satisfactory police check prior to commencement
- All employees at GRV are required to have the right to work in Australia.
- All employees are required to comply with WHS statutory obligations
- GRV is an EEO employer.

NAME: _____ DATE: ___/___/___

SIGNATURE: _____