

## POSITION DESCRIPTION

**TITLE:** Media Liaison Assistant - Volunteer  
**DEPARTMENT:** ARU Media  
**LOCATION:** Tournament Venue – Adelaide Oval  
**REPORTS TO:** Tournament Media Manager  
**START DATE:** Saturday, April 2, 2011  
**END DATE:** Sunday, April 3, 2011  
*(if applicable)*

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### Purpose of Role

The Media Liaison Assistants are voluntary positions with the responsibility to assist the Tournament Media Manager with the media operations on the days of the tournament, and to help maximise the media coverage of the tournament.

The success of the tournament will be judged by the media, not only for the quality of matches on the field, but also by the back-of-house organisation and level of service displayed by the host union. Australian Rugby has a history of hosting top quality events with high standards of service to the media (2001 British & Irish Lions tour, 2003 Rugby World Cup, 2006 Commonwealth Games Sevens).

The Media Liaison Assistants will be required to strive towards providing a similar high level of service for the local and international media.

### Key Areas of Responsibility

- Ensure the media at the venue (including host broadcasters, radio broadcasters, print media and photographers) have the facilities and environment to do their job
- Act as a trouble shooter for media as issues arise (technology, facilities, catering, statistics, results, etc)
- Oversee the volunteer runners in the delivery of results and statistics to all media
- Liaise between the media and the teams to set up individual interview opportunities (this includes media at the venue and media phoning in to the venue)
- Help coordinate the post-tournament media conference/ interviews
- Disseminate and distribute tournament results to Australian media
- Marshall photographers as necessary
- Where experience allows, provide live updates to radio stations around Australia
- Oversee catering for media and volunteer media runners
- Assist with other media requirements as required.

### Key Outcomes

- A high level of service to the media, providing them with the facilities and environment to cover the tournament in the best possible light
- Media leaving the tournament saying it was the best run Sevens tournament on the IRB Sevens Series



**Knowledge, Skills and Behaviour Required**

- Strong understanding of the professional needs of media
- Excellent communication skills and the ability to deal with all media requests in a courteous and efficient fashion
- Proficiency in MS Word
- Strong attention to detail
- Strong work ethic and an ability to work under pressure

Would suit a person undertaking tertiary studies in the area of Communications, Media Management or Journalism.

**Major interactions**

- Media
- Teams
- Operations
- Tournament Office (Results Service)
- Media runners

**Unique Criteria**

- The position will involve working Saturday and Sunday with extended working hours on these days.
- Attendance at a Job and Venue Specific Training day in the week commencing March 28, 2011 (Date TBC).
- Each Media Liaison Assistant will be provided with a uniform (items and quantities TBC) as well as 2 GA tickets to each day of competition.
- Meals and drinks will be provided on each day of competition as applicable.

