



# Media, Promotions & Partnerships

Australian Professional Rodeo Association (APRA)

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An opportunity is available with the Australian Professional Rodeo Association for a Media, Promotions and Partnership Officer. In this role you will work within a small team to manage the direction and delivery of all media, promotional and partnership activities to maintain a positive business brand. You will focus on membership engagement and communication, partnership development including sponsorship, and promoting the sport of rodeo and the association.

## About Us

The Australian Professional Rodeo Association is the national governing body for professional rodeo competition and is the oldest national rodeo organisation in the world. The head office of the APRA is in the Rose and Rodeo city of Warwick, Qld.

The Australian Professional Rodeo Association (APRA) is dedicated to the development and control of professional rodeo competition in Australia. The richest and most prestigious rodeos are those forming the national circuit which culminates at the National Finals Rodeo each year to determine the Australian Champions. The Association is governed by a progressive Board of Executive Directors with a small office staff team, led by an operations Manager.

This is a flexible role with the opportunity to work from home or in the office. Hours for the position will vary however 20 hours per week will be the minimum. You will work closely with the Operations Manager and Board of Executive Directors.

## About the Role

### Media

You will be a communication specialist who can develop content for various media platforms. You will research, write, proofread, and edit all media content, implement and manage media campaigns, and deliver public relations.

You will be a confident communicator with good people skills and demonstrated ability to promote business through creative and eye-catching campaigns via mainstream media (print and visual) and social media platforms.



(07) 4661 8183  
(07) 4661 4990 Fax



prorodeo.com.au  
apra@prorodeo.com.au



PO Box 264  
Warwick Q 4370





### Media responsibilities include:

- planning, creation, and publication of regular social media content across APRA's channels and responding to comments and messages
- Serve as the organization's media liaison and first point of contact, building long-term relationships with media
- Develop content for dissemination via press releases to mainstream media (print and television)
- Aid the office in communication and promotion of information to its members via appropriate streams (bulk membership emails, social media, app updates etc)
- Develop publications for the membership and stakeholders (newsletter/annual reports)

### Corporate Partners, Sponsorship and Marketing

- Manage existing organisation partnership and stakeholder networks which includes sponsors, APRA membership, corporate partners, government organisations and media chains
- Manage existing obligations, tasks and workload relating to this network – includes but is not limited to promotion of partnerships via media, member communication, creative and eye-catching marketing campaigns
- Developing and implementing the National Finals Rodeo marketing and advertising campaign
- Actively seek sponsorship and corporate partnerships for the Association and the National Finals Rodeo
- Actively investigate and seek grant opportunities and create project proposals in response to available grants.
- Updating the APRA website

### About You...

To be successful, candidates will need to demonstrate the following skills

#### Media Requirements:

- Demonstrable experience in writing media releases or printed journal content
- Ability to create appropriate content for social media, websites, and other distribution channels.
- Show initiative including making recommendations for improved marketing and communication tools.
- Ability to work under pressure and meet deadlines.
- High attention to details with creative flair
- Excellent interpersonal, communication, and public speaking skills.



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### Corporate Partners, Sponsorship and Marketing Requirements:

- Demonstrated ability to actively seek sponsorship and/or corporate partnerships
- Excellent promotional skill with marketing flair
- High level negotiation skills

### Qualifications

Tertiary qualification in media, communications and/or journalism or equivalent working experience in a media, marketing, promotions and/or communications role. Proven experience in actively seeking sponsorship and/or corporate partnerships.

The remuneration package will be based on the applicant's prior experience and set at an hourly rate. We are an equal opportunities employer, and all employment is decided based on merit, skill set, experience and business need.

If you feel you meet the above criteria, please submit your application including your resume with at least two (2) references, and a cover letter explaining how you meet the requirements of the role and why you are the best candidate for this position. Applications to be emailed to **[jill@prorodeo.com.au](mailto:jill@prorodeo.com.au)**

For any enquiries, please contact  
Mrs Jill Lyons, Operations Manager, 0458334551

We thank everyone for their applications, however only shortlisted applicants will be contacted.



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