



NORTHERN TERRITORY  
**CRICKET**

## **MULTIMEDIA CONTENT PRODUCER**

**APPLICATIONS CLOSE  
FRIDAY 13 FEBRUARY**



- **PEAK SPORTING BODY FOR CRICKET IN THE TERRITORY**
- **DYNAMIC CONTENT CREATION AND STORYTELLING**
- **BASED AT DXC ARENA, DARWIN**

## ABOUT NORTHERN TERRITORY CRICKET LTD

Northern Territory Cricket Ltd is the peak sporting body for cricket in the Territory. As custodians of the sport, we work closely with Cricket Australia, the seven other State & Territory Associations and our members to serve and grow the game. Our purpose is to unite and inspire our community through cricket, and our vision is to create a thriving sport for all.

## STRATEGIC PILLARS (2022-2027)

1

### Thriving Cricket Communities

We will make cricket fun, accessible and welcoming for everyone in our richly diverse community

2

### Strong Cricket Pathway & Teams

Our male and female players will play to win, compete with integrity and make Territorians proud

3

### Grow Investment in Cricket

We will grow our business and increase investment to ensure cricket thrives in the Northern Territory





## OUR COMMUNITY

Cricket in the Territory is unique, with a small but richly diverse community which is spread across a vast and rugged land mass bigger than most countries (our two largest towns are 1,500kms apart!). Our season never ends, with Top End cricketers playing in the dry season (Apr-Sep), while those in the Red Centre battle it out over summer (Oct-Mar). Cricket doesn't stop in the Territory and that's the way we like it.

Our community is rich in diversity; from Indigenous Australians who represent the oldest continuous culture in the world, to more recent arrivals from South East Asia, to those passing through in pursuit of opportunities that only a northern winter provides, and everyone in between. Everyone is welcome, and everyone plays an equally important role in enhancing the game of cricket.

## OUR WORK

As the governing body, NT Cricket leads the delivery of cricket across the Northern Territory. This includes grassroots programs and local competitions, as well as working directly with Cricket Australia, Big Bash franchise teams, and touring international squads to host elite events such as the Top End T20 Series and Australian national team matches hosted in the Territory.

You'll produce content with national and international reach, working in high-performance and major event environments where quality, accuracy, and attention to detail matter. The role carries genuine responsibility and visibility, with access to environments where your work directly contributes to how cricket in the Territory is seen and understood.



## MULTIMEDIA CONTENT PRODUCER

We're on the hunt for a Multimedia Content Producer who enjoys working across graphic design, videography and photography, and loves bringing stories to life through visual content and social media storytelling.

This role is about more than creating a single great post or video. You'll think holistically about how content, timing and audience interaction work together to build engagement and community over time. That includes planning content, weaving consistent themes and stories across platforms, and using visuals in ways that connect emotionally and authentically with our audience.

This is a hands-on creative role suited to someone who enjoys wearing a few hats and being close to the action. You'll create engaging visual content that captures the energy, diversity and character of cricket in the Northern Territory, working across major events, community programs and commercial activations.

Working closely with our events, marketing, community cricket and commercial areas of the business, you'll help promote NT Cricket's competitions, events, programs, people and partners while supporting audience growth and participation across the Territory.

The role is design-led, with a typical split of:

**Graphic design (approximately 50%)**

**Video capture and editing (approximately 30%)**

**Photography and live content capture (approximately 20%)**

This mix will vary across the year, particularly around major events and campaigns.





## THE IDEAL CANDIDATE WILL

- Be creative, curious and have a playful mindset with a genuine passion for storytelling.
- Be confident working across graphic design, video capture and editing as well as general photography.
- Have proven skills creating engaging social media content that resonates with cricket fans and the wider community.
- Thinks ahead about how content will be used, capturing with multiple formats and platforms in mind.
- Enjoy being out on the ground at community programs, events, cricket matches, and capturing and publishing moments as they happen.
- Have strong visual instincts and attention to detail, from concept through to final delivery.
- Be comfortable engaging with audiences online, responding to comments and messages and building community.
- Stay across social media trends and content formats to keep output fresh and relevant.
- Be organised, flexible and happy juggling multiple projects in a fast-paced sporting environment.
- Have an understanding of cricket and community sport, and enjoy working with a wide range of stakeholders.





## WHAT YOU'LL BE DOING

- Creating, editing, and publishing high-quality, on-brand visual content across social media, website, email, and digital channels.
- Designing graphics for print, meta advertising, social media, EDMs, events, marketing campaigns, and partner deliverables.
- Capturing and editing video content, including highlights, interviews, promos, and short-form social content.
- Delivering live or reactive content during key events when required.
- Supporting the promotion of NT Cricket events, competitions, and community cricket programs.
- Developing creative, engaging ways to promote partners and sponsors, with consistent attention to detail in brand application and sponsorship placement across all content.
- Championing and upholding the professionalism of the NT Cricket brand across all creative output.
- Working closely with internal stakeholders to deliver content on brief and on time.
- Supporting major events and campaigns, including occasional work outside standard business hours.



# WHAT YOU'LL BRING

## Essential

- Experience in graphic design, digital content, or a related creative role.
- Proficiency in Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, and Lightroom.
- Experience creating content for social and digital platforms, with sound editorial judgement and an understanding of how content performs across channels.
- Ability to manage competing priorities, work independently, and meet deadlines in both planned and live environments.
- Strong communication skills and a collaborative, team-first approach.

## Desirable

- Experience working in sport, events, or community-based organisations.
- Motion graphics or After Effects experience.

If you're creative, motivated, and interested in telling meaningful stories through sport in one of Australia's most distinctive regions, we'd love to hear from you.





## LOCATION AND TRAVEL

This position will be based at **DXC Arena** (Larrakia, Darwin).

Travel to regional and remote communities across the Northern Territory will be required from time to time.

## HOURS OF WORK

This is a full-time position with a normal working week of 38 hours. Standard office hours during non-peak times are 8:00am to 4:00pm.

The sports industry operates outside of traditional business hours. To succeed in this role, you must be willing to work when and where cricket is happening. A high degree of flexibility is required, and in return we offer a flexible approach to ensure our people can balance their personal and family life.

## REMUNERATION

A highly attractive market-competitive remuneration package, will be available to the successful candidate dependent upon skill level and experience.

Candidates interested in the role are invited to discuss their salary expectations with Northern Territory Cricket prior to applying.

## EQUAL OPPORTUNITY

We are an Equal Opportunity employer and believe that diversity and inclusion is an important part of both cricket and the communities in which we operate.

Our game is for everyone, and we strive to be a workplace for everyone.

## HOW TO APPLY

Applications should be directed to [ntcricket@ntcricket.com.au](mailto:ntcricket@ntcricket.com.au) and include a cover letter and accompanying CV of no more than 5 pages.

## ENQUIRIES

General enquiries can be directed to **Max Ellis (Marketing and Communications Manager)** on 0410 155 288 or **Belinda Shaw (Office Manager)** on 08 8944 8900.

## TIMELINES

Candidate screening, interviews and appointment of the role is scheduled for late January and early February 2026.

The successful candidate is expected to commence duties as soon as possible, mindful of notice periods.







# TOP END T20

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AUSTRALIA'S  
NORTHERN  
TERRITORY

14 - 24 AUG  
TOP END T20

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