



Media Coordinator – AFL Barwon

The AFL Barwon Commission provides governance and strategy development for Football and Netball across the Geelong and Colac regions. We are seeking a creative and motivated person to manage all facets of media and communications in the AFL Barwon Region.

The Media Coordinator is primarily responsible for managing all of AFL Barwon's social media platforms, strategic media engagement and liaison with local media outlets and internal and external AFL Barwon communications. The role is responsible for of AFL Barwon's day-to-day media activities, including creative proactive and engaging content. During periods of high activity, the Media Coordinator will lend a hand to assist their colleagues with different projects and campaigns from a digital sense.

The successful applicant will be responsible for managing relationships with other media parties, club stakeholders and internal staff.

Reporting to the Commercial Partnerships Manager, the successful applicant will require:

- Experience in managing social media platforms and content creation
- Excellent written and verbal communication skills
- Experience in creative design
- Demonstrated expertise in writing for a range of publications, reports and creative pieces for both print and online audiences.
- Experience managing and producing print publications (eg: newsletters, brochures), including writing, editing and researching content, and basic design.
- Demonstrated capacity to plan and schedule differing work demands for oneself and the team in order to meet deadlines for multiple tasks in a variety of work areas.

Relevant tertiary qualifications will be desired but not essential.

If this sounds like a position for you, please email a cover letter and your resume to Georgia Hillman – Commercial Partnerships Manager – AFL Barwon at Georgia@ aflbarwon.com.au

Applications close at **5pm Sunday November 28th, 2021**



POSITION DESCRIPTION

POSITION TITLE	Media Coordinator
REPORTS TO	Commercial Partnerships Manager
DEPARTMENT	Media

Our Purpose

AFL Barwon is here to support the passion of our stakeholders, through responsible governance and professional leadership, to deliver a thriving competition and sporting community

Our Values

- Transparent & Fair
- Accessible & Inclusive
- Collaborative
- Strong & Courageous
- Progressive & Proactive

People and Culture Objective

Attract, develop and retain quality people and develop a high-performance culture in line with AFL Barwon's key objectives and values

Overview of Role

Reporting to the Commercial Partnerships Manager this role has two key focus areas:

1. Primary communications person for AFL Barwon and media outlets
2. Management of social media platforms and other media strategies.

This role is an on-going part time 3 day per week position.



MEDIA COORDINATOR

Responsible To:	General Manager – AFL Barwon
Reporting To:	Commercial Partnerships Manager – AFL Barwon
Direct Reports:	N/A
Other Key Relationships:	AFL Barwon Clubs, Media Outlets, AFL Barwon staff

KEY ROLES & RESPONSIBILITIES:

The position includes, but is not limited to, the following duties. In many cases, a duty will necessitate consultation with the Commercial Partnerships Manager.

GENERAL OBJECTIVES

1.	Develop effective social media content and scheduling, ensuring our followers are well informed, engaged and enjoying our feed.
2.	Manage internal communications (memos, newsletters etc.)
3.	Draft content (e.g. press releases) for mass media or company website
4.	Have direct and prompt communication with media outlets, clubs and staff members
5.	Progressive support and ideas to be tailored towards being the leaders in our industry

ADMINISTRATION

1.	Ensure the following platforms are well managed and running seamlessly; Team App, AFL Barwon Website, AFL Barwon TV and other new initiatives that may arise.
2.	Use social media data and trends to increase follower engagement.
3.	Social media data and trends will also be used to help support more commercial activities with partnerships. Helping our partnerships could potentially add more commercial value to our products, hence initiating new strategies for partnerships is essential, in conjunction with Commercial Partnerships Manager.
4.	Posting, scheduling, reporting all digital media communications for AFL Barwon staff and partnerships.

DESIRED OUTCOMES

1.	Consumers of content and releases in our region are delivered the right information and in a timely manner.
2.	Increased level of trust within the region. External perception positively grows.
3.	Increase in followership on social media platforms.
4.	Potential revenue growing streams increased.

OTHER

1.	Other duties as identified and directed.
2.	Contribute to a positive culture at AFL Barwon by living the values.
3.	May need to perform event support after hours and/or on weekends.



KEY SELECTION CRITERIA

1.	Experience in working with and managing social media platforms.
2.	Excellent written and verbal communication skills.
3.	Demonstrated expertise in writing for a range of publications, reports and creative pieces for both print and online audiences.
4.	Extensive experience managing and producing print publications (eg: newsletters, brochures), including writing, editing and researching content, and basic design.
5.	Demonstrated high level of organisational skills.
6.	Demonstrated ability to work both independently and as part of a team to achieve KPIs
7.	Demonstrated ability to work flexible hours, with excellent time management and prioritising skills.
8.	Proven ability to engage and influence key stakeholders to facilitate the achievement of organisational and cultural goals.
9.	Extensive knowledge of and experience with the media industry in and around Geelong.
10.	A relevant tertiary qualification in the areas of journalism, media, public relations, or government relations is highly desirable.
11.	A highly motivated and team first attitude.
12.	Current Driver's license.
13.	Current Working with Children Check.

CONDITIONS OF EMPLOYMENT

Remuneration

A salary package will be negotiated with the successful applicant depending upon experience and skills.

An initial 3-month probationary period applies.

An annual review process regarding performance will be undertaken by AFL Barwon.

Hours of Employment

The successful candidate will need to be flexible in regard to hours of employment. With particular reference to the football and netball season, weekend work and attendance at evening meetings will be required.