

Position Description

Digital Content Producer



Location:	Newport, Victoria
Employment Type:	Full-time
Reports to:	Chief Executive Officer
Responsible for:	Match Day Media Assistants
Works Alongside:	Marketing & Sponsorship Manager, General Manager of Football, Operations Manager, Senior Coach (VFL & VFLW)

The Digital Content Producer is expected to:

- Produce engaging and creative content for the Club's online mediums (Website, social media, e-mail database).
- Be a strong writer with the ability to change tact depending on the situation. (ie. writing media releases, news articles, social media posts).
- Liaise and develop relationships with key stakeholders such as AFL Victoria, media outlets, opposition clubs, board members, supporter base, schools and community groups.
- Manage junior staff/placement students to ensure communications strategy is effectively rolled out.
- Work on Club match days in-season, as well as Club events.
- Be able to perform administration tasks as required.

Skills & Requirements:

- Experience in managing the social media accounts and website of an organisation.
- Excellent written and verbal communication skills.
- Experience in managing content management systems (Joomla or equivalent).
- Excellent planning and time management skills.
- Ability to identify new social media trends and be up to date with the latest in best social media practice.
- Experience in photography and shooting video.
- Ability to interpret online analytics and data for reporting.
- Ability to use Adobe suite of products to produce images and video (or equivalent).
- Sound knowledge of Australian Rules football, in particular VFL (desirable).
- Australian Drivers License.
- Working With Children Check.