



## **Position Description Media Manager**

Location:	EDFL Head Office, 78A Napier Street, Essendon
Reports to:	EDFL CEO
Classification:	Full Time

<b>Overview of Role</b>	<p>The Essendon District Football League consists of 35 clubs and approximately 450 teams competing in open age and junior competitions.</p> <p>The Media Manager is primarily responsible for coordinating EDFL media opportunities and forums, taking advantage on online, radio and print media to promote the EDFL and each of its member clubs.</p>
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<b>Key Relationships and Key Communications Required</b>	<b>Reports to:</b>
	<ul style="list-style-type: none"> <li>• EDFL CEO</li> </ul>
	<b>Internal Communications</b>
	<ul style="list-style-type: none"> <li>• EDFL Media Team</li> <li>• EDFL Staff</li> </ul>
	<b>External Communications</b>
	<ul style="list-style-type: none"> <li>• EDFL Affiliated Clubs</li> <li>• Broadcast Partners (Filming and Radio)</li> <li>• Other Local Media Outlets</li> <li>• AFL Victoria</li> <li>• Local Government Authorities</li> </ul>

<b>Skills and Knowledge Competencies</b>	<b>Professional Attributes</b>
	<ul style="list-style-type: none"> <li>• Tertiary qualifications and/or experience in Media or similar qualification</li> <li>• Excellent verbal and written communication and public relations skills</li> <li>• Strong attention to detail</li> <li>• High level experience and skills with social media</li> <li>• Proficient in digital production systems, including Microsoft 365 and Adobe Creative Suite software</li> </ul>
	<b>Personal Attributes</b>
	<ul style="list-style-type: none"> <li>• Passionate about sport</li> <li>• Proactive</li> <li>• Approachable</li> <li>• Self motivated</li> <li>• Demonstrate initiative</li> <li>• Strong Character</li> <li>• Team Player</li> <li>• Strong Work Ethic</li> <li>• Ability and willingness to work long and flexible hours and weekends</li> <li>• Current Drivers Licence</li> <li>• Working with Children's Check or willingness to obtain</li> </ul>

**Duties**

**Media**

- Draft and coordinate media releases.
- Management and maintenance of webmaster duties.
- Management and production of online content eg. Podcast, Web TV Series.
- Coordination and management of Weekly Match Day Broadcast working with team media, broadcast partners and affiliated clubs.
- Manage and produce weekly written content pieces.
- Source, manage and produce EDFL feature and news stories.

**Promotions**

- Promote and publish EDFL and Club news items.
- Manage EDFL social media channels.
- Promote EDFL finals series, functions and events.
- To actively identify, implement and promote fan engagement opportunities e.g. tipping competitions.
- Build and maintain relationships with media organisations for the purpose of maximising exposure.
- Coordinate sponsor and marketing campaigns with relevant EDFL staff and departments.

**Publications**

- Coordinate and edit EDFL Publications including:
  - Finals Record
  - Annual Report
  - E-Newsletters & EDMS

**Administration**

- Ensure weekly results are processed and circulated to media outlets and to the general public via appropriate mediums e.g. website, email, social media channels.

**Miscellaneous**

- Other duties as required by CEO, which may include operational match day assistance with junior and senior finals including Master of Ceremonies work and multimedia productions.