



Position Title	Partnership and Marketing Officer
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Location	EDFL 1 st Floor 78A Napier St Essendon Vic 3040
Reports to	Chief Executive Officer
Key Relationships	Media Manager Finance/Administration Manager
Department	Commercial & Media
Classification	Part time – 3 days
Employment Prepared	1 March 2025 - 31 October 2025

Essendon District Football League

The Essendon District Football League (EDFL) is a strong and proud league that was established in 1930, serving the Northwest Metropolitan region of Melbourne.

The Essendon District Football League consists of 38 clubs and approximately 450 teams competing in open age and junior competitions.

The Essendon District Football League is committed to promoting and protecting the safety and wellbeing of children and young people in our care. We seek to promote and protect the rights of all children in our care and prevent abuse from occurring by fostering a child safe culture. The welfare of the children in our care will always be our priority and the EDFL has zero tolerance to child abuse. The affiliated Clubs that provide football to children and young people will present environments and experiences that always consider and put measures in place to ensure the safety of children.

This position requires the successful applicant to pass a Police Check and pass and hold/obtain a WWCC (employee).

Overview of Role

The role is to:

- Assist the Media Manager (MM) and the Finance/Administration Manager (FAM) to deliver Commercial, Marketing, Events and Media outcomes
- Assist in Management of EDFL events
- Manage and execute EDFL marketing
- Assist Media Manager in their day-to-day role
- Assist Finance/Administration Manager in their day-to-day role
- Carry out cross-over requirements between Commercial & Media in relation to activation of Commercial Partner benefits.
- Assist in production of social media content & posts.
- Assist with the production of the Annual Report

Key Responsibilities – League Partnership and Marketing management

- Support the MM and FAM to meet contractual requirements of EDFL partner's
- Support the MM and FAM in execution of partnership activation tasks
- Lead the planning and delivery of EDFL events
- Execute, in conjunction with the MM and FAM digital/media requirements on a need be basis
- Look to produce & distribute email marketing campaigns including EDFL's digital newsletter during the season, as required
- Assist in the preparation of statistical reports for commercial partners and suppliers
- Using Adobe Creative Suite / Canva experience, create marketing collateral as required to achieve partnership agreements/activations.

Time Management

- Ability to effectively prioritize tasks to ensure delivery against key result areas
- Capability to perform a range of simultaneous projects and programs
- Capable of working to timelines.

Other Responsibilities

- Contribute material to the Strategic Plan Management Reports and Board reports when required
- In conjunction with the FAM approve on-field apparel artwork from apparel suppliers regarding EDFL Logo requirements
- Contribute to Ground Manager responsibilities during annual EDFL Finals Series
- Other tasks as directed by the CEO, MM or FAM.

Required

- Tertiary qualification in Media, Marketing or relevant field or an equivalent combination of relevant experience and/or education/training
- Excellent verbal and written communication skills, effectively interacting with commercial partners, volunteers, technical resources and other stakeholders
- Demonstrated experience or an understanding of developing marketing materials, proposals and collateral
- Ability to think creatively to solve problems
- Organisational skills to plan and deliver projects in a timely fashion
- Excellent technical writing competency and experience
- Excellent eye for detail
- Working With Children Check

Desired

- Proficient working knowledge and experience with Adobe Creative Suite, Canva, CMS like WordPress or other graphic design packages would be ideal.
- An understanding of the EDFL competition
- Experience working with volunteers

Personal Attributes

- Passionate about sport.
- Proactive.
- Approachable.
- Self-motivated.
- Strong Character.
- Team Player.
- Ability and willingness to work long and flexible hours.
- Current Drivers License
- Working with Children's Check or willingness to obtain.