

Job Title: Football Operations and Media Coordinator

Req ID 3221 - Posted 28/10/2016 - Australian Capital Territory - Football Operations - Permanent Full time



EXTRAORDINARY PEOPLE | EXTRAORDINARY GAME
A WAY OF LIFE FOR EVERY COMMUNITY

Job Title: Football Operations and Media Coordinator [Canberra]

Our Purpose

Extraordinary People, Extraordinary Game, A Way of Life for every Community.

The AFL is Australia's premier sporting organisation supporting a constantly evolving national competition which has experienced rapid growth over the past 10 years. The AFL currently has over 600 permanent employees across the five state bodies, AFL Vic, Tasmania, NSW/ACT, QLD, NT and at AFL House. The AFL organisation is responsible for growing and developing Australian Football across Australia.

The Role

The Football Operations and Media Coordinator is responsible for providing high level support to AFL Canberra, ensuring the delivery of media, events, sponsorship and operational activities.

Reports to: Community and AFL Canberra Operations Manager

Location: Canberra

Number of Direct Reports: Sports Media Interns

Other Key Stakeholders:

- Other AFL NSW/ACT staff
- Media Organisations
- AFL Canberra Sponsors
- AFL Canberra Football Operations Coordinator
- AFL Canberra Clubs
- University of Canberra- Interns Manager

Key Accountabilities

Responsibilities

- Media and Marketing
- Event Management
- Website and Social Media Management
- League Sponsorship
- Football Operations

Media

- General management of AFL Canberra website
- Develop and manage the AFL Canberra marketing & communications plan
- Execute marketing activations and communication plans in line with the marketing & communications plan
- Brand management of all AFL NSW/ACT and AFL Canberra branded collateral
- Maintain relationships with key media organisations in Canberra
- Communicate with media in relation to events, promotional opportunities
- Assist all NSW/ACT staff with marketing collateral where required

Events

Assume the overall responsibility for the management of AFL Canberra Events, which includes, but is not limited to:

- AFL matches in Canberra
- Season Launch
- Presentation Nights
- Umpire Presentation Nights
- GWS Giants Community Camp
- Finals Series
- Representative Fixtures
- Manage other events as required

Manage AFL Canberra events on time and within budget

Maintain an updated stakeholder database and invitation list

Sponsorship

AFL Canberra Corporate Partners

- Management of AFL Canberra Sponsorship Program
- Act as the club liaison for all sponsor enquiries
- Act as the Corporate Liaison for all enquiries
- Maintain an updated sponsor document
- Assist Manager in identifying and procuring new corporate partners to AFL Canberra

Account Management & Sponsor Servicing

- Assist Manager with the account management of AFL Canberra corporate partners
- Meet with each corporate partner
- Maintain an updated corporate partners database
- Ensure contractual obligations to AFL Canberra corporate partners are met
- Ensure contractual obligations from AFL Canberra corporate partners are met

Operations

- Support the Manager, Football Operations Manager, Club Development and Participation Manager and Umpiring Development Coordinator in the running of the league.
- Be familiar with and work in accordance with the AFL Canberra By-Laws
- Conduct day-to-day functions of the AFL Canberra office
- Other operational duties as required

Candidate Background / Profile

We seek to hire talented and passionate people who are committed to working in a high performance culture. Working at the AFL is a way of life not a career and we aim to hire the right candidates to ensure the future success of our game both on and off the field.

To be successful in this role you will need to demonstrate the following skills and attributes:

Key Competencies (Skills)

- Ability to build strong relationships with ACT media and a strong understanding of how to generate positive media coverage.
- Organizational skills and experience in preparing reports and promotional briefs.
- Highly developed written and oral communication skills
- Ability to work under pressure and to deadline.
- Proficient in use of Microsoft Office Suite.

Experience & Qualifications

Mandatory:

- Tertiary qualification in marketing, journalism, sports media or relevant experience
- Highly computer literate with Microsoft Office suite
- Proactive and enthusiastic work ethic
- Ability to manage stakeholder expectations
- Ability to work under pressure and to deadline
- Understanding of marketing & business disciplines
- High level communication skills
- High level of interpersonal skills and the ability to work with a diverse range of stakeholders Excellent written and verbal communication skills
- Ability to identify problems and provide quality solutions
- Ability to remain effective when faced with changing tasks, responsibilities or people

Desirable:

- High levels of professionalism and probity
- Demonstrated ability to relate to and engage diverse communities
- Experience working with volunteers
- Sound knowledge of AFL or other relevant sporting environment
- Proven ability to effectively manage a diverse and extensive portfolio of projects concurrently

AFL Values

Our values were created by us, for us. They influence our actions and shape our decisions; they are the way we do things here at the AFL. Everyone that works for the AFL plays an important part in bringing these to life

Play to Win

We rise to every challenge and do what we say we will do – we own the outcome. We thrive on pushing the boundaries beyond what we have done before to achieve the extraordinary for our people, fans, partners and the community.

Play Fair

Respect, integrity, honesty, empathy and a great work ethic earns us the right to play.

Play with Passion

We love what we do. Passion, energy, fun and perseverance is at the heart of our sport and is what drives how we work.

Play as One Team

We work as one team because together we achieve better outcomes. We bring out the best in each other by embracing our diverse range of ideas, skills and backgrounds to achieve individual and shared success. We celebrate our wins and always have each other's back.

Applications close: 8 November

