



## Northern Football Netball League (NFNL)

### POSITION DESCRIPTION

#### Media Manager

Department: Media Department	
April 2025	
Position overview	<p>The Purpose of the Northern Football Netball League (NFNL) is to provide a safe and inclusive environment for all people of our community to participate in professionally administered and high-level sporting activities. Our values are: Belonging, Respectful, Accountability and Integrity. Each season the league conducts in excess of 4,000 matches, involving 368 football teams, 105 netball teams and over 10,000 registered players.</p> <p>The Media Manager reports directly to the CEO and is responsible for ensuring that all media and engagement platforms uphold the image, values and brand of the NFNL.</p>
Key Relationships	<p><b>Reports to:</b></p> <ul style="list-style-type: none"><li>• NFNL CEO</li></ul> <p><b>Internal Relationships:</b></p> <ul style="list-style-type: none"><li>• NFNL General Manager Football Operations</li><li>• NFNL General Manager Netball Operations</li><li>• NFNL Junior Football Manager</li><li>• NFNL Umpires Manager</li><li>• NFNL Football Administration Officer</li><li>• NFNL Finance Manager</li><li>• NFNL Finance Officer</li><li>• NFNL Netball Operations Coordinator</li><li>• NFNL Club Development Lead</li></ul> <p><b>External Relationships:</b></p> <ul style="list-style-type: none"><li>• NFNL Clubs</li><li>• NFNL Partners and Sponsors</li><li>• AFL Victoria</li><li>• Local Media</li><li>• Any and all other parties deemed necessary for the effective discharge of duties.</li></ul>



<p><b>Job Task / Role</b></p>	<p><b>Media and Marketing</b></p> <ul style="list-style-type: none"> <li>• Oversee the creation and modifications to content for the NFNL website and social media platforms</li> <li>• Work with relevant staff members to deliver targeted and interesting social media content which is engaging and reflects the NFNL's broad range of activities.</li> <li>• Monitor and ensure all social media activities are in line with the organisations' policy guidelines and respond appropriately to any comments and/or feedback.</li> <li>• Work with our people to identify and prioritise media issues and opportunities.</li> <li>• Monitor media activity and alert the Chief Executive and other relevant staff to potential issues.</li> <li>• Provide support and guidance to staff on marketing principles and the creation of relevant and engaging information to ensure quality content.</li> <li>• Ensure all media and marketing materials comply with our Style Guides and Brand Guidelines.</li> <li>• Prepare and support media and marketing campaigns for key projects and events in conjunction with appropriate staff members.</li> <li>• Responsibilities include, but are not limited to, the following:</li> <li>• Oversee and drive the League's internal and external communications, and public relations strategy.</li> <li>• Respond to all media enquiries.</li> <li>• Oversee and drive the League's crisis management strategy.</li> <li>• Manage a team of media volunteers, which includes writers, broadcasters and photographers.</li> <li>• Co-ordinate and host the match-day radio and live stream broadcast.</li> <li>• Co-ordinate and host the NFNL podcast.</li> <li>• Host NFNL events and create slideshows and digital content for awards ceremonies.</li> <li>• Liaise with the League's match filming partner to co-ordinate the filming of all senior men's football matches and production of highlights packages.</li> <li>• Arrange vision for the NFNL judiciary.</li> <li>• Produce content and manage production of the League's print publications, including the Annual Report.</li> <li>• Work with the relevant staff to ensure content commercialisation strategies are consistent with the League's partnership agreements.</li> <li>• Co-ordinate the production and distribution of the League's weekly newsletter to clubs.</li> <li>• Maintain relationships with local media contacts.</li> <li>• Assist administration and operations staff as required.</li> </ul> <p><b>Miscellaneous</b></p> <ul style="list-style-type: none"> <li>• Other duties as required by the CEO.</li> </ul>
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Key Selection Criteria	<b>Professional Attributes</b> <ul style="list-style-type: none"> <li>• Communications, PR or equivalent degree.</li> <li>• Previous exposure to community football.</li> <li>• Demonstrated writing skills across multiple media and social media platforms.</li> <li>• Highly developed verbal communication, presentation and negotiation skills.</li> <li>• Developed IT skills.</li> <li>• Proven ability to show initiative, plan, set priorities and manage change.</li> <li>• Preparedness to work extended hours, including after-hours meetings and weekends during the football season.</li> </ul>
Key Selection Criteria	<b>Personal Attributes</b> <ul style="list-style-type: none"> <li>• Ability to manage and lead people</li> <li>• Passionate about sport/health and wellbeing</li> <li>• A creative flair with marketing and event ideas and activation</li> <li>• A strong eye for detail, ability to multi-task and meet strict deadlines</li> <li>• Outstanding customer service &amp; stakeholder management skills</li> <li>• Self-motivated</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 Check or willingness to obtain</li> </ul>

NOTE: This position description is not intended to be all-inclusive. The employee may perform other related duties as negotiated to meet the ongoing needs of the organisation.

**Location:**

The Media Manager will be based in the League's office located at Latrobe University Sports Park, Bundoora.

**Hours of Work:**

Work hours will be 38 hours per week (equivalent to 5 days of 7.6 hours each). During the season there will be additional hours required, including after hours and weekends.

**Remuneration:**

This is a permanent, full-time position. Remuneration will include base salary, paid public holidays, 4 weeks annual leave and statutory superannuation guarantee payments (currently 11.5% of base salary).