

Media and PR Manager

Our Club values are the strong beliefs and consistent behaviours of people in our organisation. They describe the way in which directors, staff and players of the Club behave, interact & work together and determine the culture of the Club. Our values are held in high regard and protected by every member on the on-field and off-field team.

Respectful	All people are treated with respect regardless of their background or position.
Precision	We seek excellence in everything that we do and always look for ways to improve.
Adventurous	We enjoy facing our industry's challenges and embrace progress with open arms.
Conviction	Everyone involved with the Club is fully committed and gives 100 percent effort.
United	We are selfless, we support and care for each other and we collaborate across our Club.
Commercial & considered	We drive for good commercial outcomes but always take the needs of our stakeholders into account.
Integrity	We uphold high standards of behaviour, have deep respect for honesty and always work within the rules.

Our mission is to be the greatest team of all: a Club people can be proud of because of how we play the game, live our values, conduct business and engage with the community.

Title	Media and PR Manager
Reports to	General Manager – Public Affairs
Department	Marketing, Digital and Communications
Term	Permanent, Full time
Core purpose	To effectively communicate the Club's messages through the media
Responsibilities and duties	<p>Your responsibilities & duties will include:</p> <ul style="list-style-type: none">• Primary media contact for the club including day-to-day management of media enquiries and requests• Keep abreast of current issues and news stories across the AFL landscape

	<ul style="list-style-type: none"> Briefing key Club personnel including Chief Executive, Senior Coach and playing group on current issues Strategically manage Club media opportunities to maximise positive exposure Produce club media releases as required Lead proactive generation of stories across all aspects of the Club to enhance Club brand including community, football, commercial operations Strong network of relationships with sports media across Victoria and interstate Assist GM - Public Affairs in Club crisis management, risk mitigation and reputational issues Media Manager at AFLM & AFLW match days including briefing senior coach prior to press conferences and working collaboratively with the AFL, host TV broadcaster, radio and print media Work collaboratively with the club marketing and content teams on Club communications Present and manage annual media training sessions with players Manage the delivery of Club publications including Annual Report Travel with AFLM & AFLW teams as required Available for media enquiries outside of traditional work hours Other duties as required
Skills and attributes	<ul style="list-style-type: none"> Experience working within an elite sporting environment Proven ability working with broadcasters and media on gamedays An established sports media network both locally and interstate Excellent written, verbal and interpersonal communication skills. Able to build collaborative relationships across the Club including with the player group Works hard to ensure the best outcome for the Club – builds connections across departments Wants to keep raising the bar and exceed expectations in a dynamic environment Highly motivated with an intrinsic desire to strive for excellence; shows initiative Approaches the role with creativity, energy and enthusiasm Ability to work within the Club dynamics
Qualifications	<ul style="list-style-type: none"> Relevant tertiary degree in Media, Communications, Journalism or similar Two years' experience in a similar role
Appraisal(s)	<ul style="list-style-type: none"> 6 monthly performance reviews conducted by the General Manager – Public Affairs

Other

- Current driver's license
- Victorian Working with Children Check
- National Police Check
- Attend AFLM and AFLW match days as required