






MEDIA MANAGER

Our Club guiding principles 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 guiding principles are held in high regard and protected by every member on the on-field and off-field team.

Guiding Principles

	Team of All	Legit inclusion. Diversity seekers. Collective Identity. Win Together.
	Connected in Calm & Chaos	Care for our culture. Clear communication. Assume good intent. Geelong Hospitality.
	Unlock Excellence	Progressive thinking. Fierce alignment. Energy management. Environment and edge.
	Kardinia Spirit	Embrace new dawns. Honour heritage. Service mindset. Humble custodians.
	Be the Catalyst	Get in the equation. Awake and accountable. Seize opportunity. Make magic.

Title	Media Manager
Department	Marketing, Digital & Communications
Term	Full time, Permanent
Core purpose	If you live and breathe media, marketing and sport – we want you! This role is responsible for effectively communicating our Clubs communications through proactive, fun, engaging and effective media and marketing solutions.

Responsibilities and duties

Your responsibilities & duties will include:

- Primary media contact for the club including day-to-day management of media enquiries and requests
- Effective management of broadcast requests and matchday media
- Keep abreast of current issues and news stories across the AFL landscape
- Briefing key Football personnel including GM Football, assistant coaches and playing group on current issues
- Manage weekly Club media opportunities to maximise positive exposure
- Prepare club media updates and media releases as required
- Lead proactive generation of stories across all aspects of the Club to enhance Club brand including community, football, commercial operations and other through PR support
- Proactively pitch story ideas to promote Club initiatives across membership, community, Higher Mark, Commercial and more to generate exposure in non-traditional outlets
- Build and maintain strong network of relationships with National sports media
- Assist in Club crisis management, risk mitigation and reputational issues
- Assist with development of Club messaging
- Work proactively and collaboratively with the club marketing, digital & content team on Club ideas & communications
- As required, support the promotion & growth of the Geelong Cats brand across all platforms and geographies
- Understand and use data, research and insights to develop a marketing communications plan to enhance member/fan experience and recruit new members to the club
- Work closely with the Partnerships and Sales team to deliver marketing outcomes across channels for Club partners
- Experiment with a variety of channels, publicity, membership generation campaigns, and performance analysis
- Reporting and analysis of broader channel programs
- Attend media events, community events and other media opportunities as required
- Manage the delivery of Club publications including Annual Report
- Be the Media manager at AFLM & AFLW match days, including interstate travel as required
- Available for media enquiries outside of traditional work hours
- Other duties as required including support of VFL and VFLW programs

Skills and attributes	<ul style="list-style-type: none"> • Experience working in the AFL or other professional sporting or high performance environment • 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 playing groups • Experience in developing and implementing communications and PR strategies • Ability to manage multiple tasks, in a fast paced environment in a composed manner • Process driven with meticulous attention to detail • 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 • Ability to work weekends and travel interstate for both men's and women's games
Qualifications	<ul style="list-style-type: none"> • Minimum 3-4 years' experience working in a similar role
Other	<ul style="list-style-type: none"> • Victorian Working with Children Check • National Police Check • Current driver's licence • Work matchdays and key events/functions as required
Child Safety Standards	<ul style="list-style-type: none"> • The Geelong Football Club is committed to providing a safe and friendly where the safety and wellbeing of all children and young people involved in our programs, services, activities, events and the broader Cats community, will always be our first priority. • All safety and legislative checks such as working with children checks, criminal background checks, employment and personal reference checks are completed prior to commencing employment. • The Club takes the safety of children and young people very seriously and reviews all process and procedures in line with current state and federal legislation.