

MULTIMEDIA 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	Multimedia Manager
Department	Marketing, Digital & Communications
Term	12 month contract
Core purpose	The Multimedia Manager is accountable for the development and deployment of all aspects of the Cats' creative execution, across digital and content aligned to the Club's marketing and game plan.



Responsibilities and duties

Your responsibilities & duties will include:

- Manage the creative process and output of the Club's marketing, communication, digital, content and brand strategies across various business units, including commercial and events, Higher Mark, gym, football, executive and community programs. This includes execution across multiple channels such as Club App, web, eDMs and social media.
- You will be responsible for creating, managing, and tracking briefing processes into our creative team, and working closely with the Content Manager on development of premium video content.
- Produce video, design, animation, and social media content for Club digital platforms
- Work closely with Communications and Marketing staff to deliver consistent visuals and messaging across all channels
- Work with the Commercial & Partnerships team to deliver high-quality partner content
- Work with Events and Match Day team to produce premium video and animation content
- Ownership of the Club IP approval process
- Support in managing relationships with external design and creative agencies where appropriate
- Help the broader Digital and Content team to develop content led solutions both reactively and proactively.
- Attend all relevant external and internal meetings and training sessions, to continue to develop knowledge and expertise.
- Be able to clearly define and set goals and benchmarks, that align to our club needs and can be tracked over time

Skills and attributes

- Experience working in the AFL or other professional sporting or high performance environment
- Experience managing a team of design, social, or video professionals
- Excellent interpersonal skills and evidence of establishing effective relationships with internal and external stakeholders
- High level competency in Adobe Suite and experience using After Effects
- Passionate about social content development, production and marketing
- Understands how to use content and social media to tell stories and create rich social engagement experiences (interview, write, edit)
- Experience in managing website CMS desirable
- Strategic thinker and innovator in the digital space
- Demonstrate excellent communications skills
- Maintains knowledge of current trends and practices in content development, public relations, social media, and digital communications with a strong interest in Web 3, future digital trends and opportunities

Qualifications	<ul style="list-style-type: none"> • Minimum 3-4 years' experience working in a similar role
Other	<ul style="list-style-type: none"> • Current driver's license • Victorian Working with Children Check • National Police Check
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.