

# POSITION DESCRIPTION



## OVERVIEW

<b>TITLE</b>	Media Manager – Men's Football & Competitions
<b>DEPARTMENT</b>	Marketing, Communications & Corporate Affairs
<b>LOCATION</b>	Sydney (Head Office)
<b>REPORTS TO</b>	General Manager - Media & Communications
<b>WORK TYPE</b>	Full-Time Permanent
<b>HOURS/ DAYS PER WEEK</b> <i>(part-time, casual or contractor only)</i>	
<b>START DATE</b>	ASAP
<b>END DATE</b> <i>(FT/PT fixed term contract or contractor only)</i>	N/A

## ACCOUNTABILITY

<b>Number of direct reports</b>	0
<b>Number of indirect reports</b>	0
<b>Budget responsibility in \$</b> <i>(State whether prime, shared or contributory responsibility)</i>	N/A

## ABOUT US

Football Australia (FA) is the national governing body for football in Australia and a member of Fédération Internationale de Football Association (FIFA), the international governing body for football. It governs all national teams, the A-Leagues (in Football Australia's capacity as the regulatory body), Australia Cup, National Premier Leagues and leads state, community, and grassroots football.

## OUR CULTURE & VALUES

Football in Australia is a melting pot of approximately 2 million participants represented by over 200 different cultures, we proud to be the most diverse and globally connected sport within the Australian sporting landscape.

Football Australia's purpose is to *'bring communities together through football - connecting Australia to the world'* while having a vision to *'be a leading football nation where everyone is inspired to live and love the game'*.

To achieve this, we live by our company values which include:

- 1. Impact On & Off the Field:** Challenge the way we think and do to seek ways to grow the impact football has, influence industry thought leaders.
- 2. Inclusive & Diverse Football for all:** Football is embedded in the nation's social fabric, follows the story of Australia, be accessible for all
- 3. A United Team:** Bringing people together to unleash the power of football and to deliver the vision, we bring the team spirit to the game

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4. **Trust:** Building trust across the whole football community, be trusted custodians of the game, act with integrity and objectivity

## BACKGROUND & PURPOSE OF THE ROLE

Working under the direction of the General Manager – Media and Communications, the Media Manager is employed to promote football on and off the pitch to Football Australia’s target markets in line with the communications strategy and the broader strategic aims of Football Australia as embodied by the XI Principles – for the future of Australian football.

Specifically, the Media Manager drives the media management and media operations of the Australian Men’s National Football Teams (Senior, Youth, and Pararoos), all Football Australia competitions including Australia Cup, National Youth Championships, National Futsal Championships, AFC Asian Cup and AFC Champions League, and other international football matches. The Media Manager – Men’s Football and Competitions, will also support the business to generate Public Relations output in areas such as player development, government relations, *Legacy* ‘23 and with Football Australia’s commercial and broadcast partners as required periodically.

## ROLE RESPONSIBILITIES

- Lead Media Manager for all Men’s National Teams, particularly the Subway Socceroos, as well as all Football Australia competitions
- Oversee media operations and media accreditation for all Men’s National Team matches and or tournaments hosted by Football Australia, plus Football Australia competitions
- Provide support for all media operations at Football Australia events, including season launches, team announcements, commercial announcements, awards nights, and institutional occasions (AGMs and industry events)
- Provide support for all corporate communications related to media activities of Football Australia, including media releases, guides, programs, tournament guides and annual reports, web text content, social media content, video content, speech writing, and background briefing papers for Football Australia executives, staff and playing talent
- Assist in managing media relations to ensure Football Australia conduct best-practice policies and procedures
- Assist in the direction and production of digital content for Football Australia and support the delivery of content for broadcast partners
- Represent Football Australia at external meetings including but not limited to with broadcast partners, stadium managers and media companies
- Represent the Marketing, Communications and Corporate Affairs department at internal meetings
- Provide media support and guidance to Football Australia-affiliated bodies, including Member Federations
- Participate in annual seminars and briefings for media officers in Football Australia-affiliated bodies, including Member Federations
- Provide training and mentoring for media officers in Football Australia-affiliated bodies, including Member Federations
- Provide basic content production training for National Team Unit staff who accompany National Teams to events where no media officer has been deployed

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- Stay up to date with issues, news and policy developments running through the news cycle
- Respond to media enquiries in accordance with agreed protocols and liaise with other Football Australia staff to develop key messages
- Act as a Local Media Officer at AFC Asian Cup and AFC Champions League fixtures as required
- Assisting with other duties within Football Australia Marketing, Communications and Corporate Affairs as required

## ROLE OUTCOMES/ DELIVERABLES

- Achievement of best-practice media management and public relations as measured by year-on-year increases in the quality and quantity of media coverage of Australian Men's National Teams increases year-on-year and other related initiatives and other strategic initiatives of Football Australia as required
- Media operations are conducted efficiently within budget
- Media relations functions efficiently, as measured by prompt responses to enquiries, provision of accurate information, distribution of content, monitoring of media and functioning of accreditation systems

## MAJOR INTERACTIONS

- All Football Australia departments
- Coaching and football operations staff of the National Teams Unit
- Domestic and International Media

## KNOWLEDGE, SKILLS, AND EXPERIENCE

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|------------------|---|
| <b>Essential</b> | <ul style="list-style-type: none"> <li>• High-level or organisational ability and attention to detail</li> <li>• Intimate knowledge and understanding of issues facing Australian football at all levels</li> <li>• Understanding of Asian and Global football, and how Football Australia National teams competes in this space</li> <li>• Understanding of Football Australia's 15-year vision and strategic agenda as embodied in the XI Principles and its application to the Football Australia's Marketing, Communications and Corporate Affairs department and Media Operations role</li> <li>• Ability to collaborate across multi-disciplinary stream of media, PR, digital and corporate affairs</li> <li>• Strong working knowledge of media industry practices</li> <li>• Good personal relationships with key media figures in TV, print, radio and online</li> <li>• Ability to work to tight deadlines and work with Football Australia staff across departments</li> <li>• Good research skills and techniques</li> <li>• High level of written and verbal communication skills</li> <li>• Flexibility and flair to respond to a diversity of one-off projects</li> </ul> |
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## Desirable

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## QUALIFICATIONS

### Essential

- 5+ years of relevant experience
- Relevant tertiary qualifications in communications, journalism, or a related discipline

### Desirable

## UNIQUE CRITERIA

The following selected items identify the requirements of the role

- ☒ Out of hours and weekend work
- ☒ Intra and/ or Interstate travel
- ☒ International Travel
- ☒ Significant periods of work away from home
- ☒ Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation

## ADDITIONAL REQUIREMENTS

To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role

- ☐ National Police Check
- ☐ International Police Check
- ☒ Full working rights in Australia
- ☒ Working with children check (paid/ employee) or state- based equivalent
- ☐ Working with children check (volunteer) or state- based equivalent (volunteer roles only)