



Western Region Football League (WRFL)

POSITION DESCRIPTION

Media & Communications Manager

Department: Operations/Administration

February 2023

Position overview	<p>The Western Region Football League consists of 34 clubs and over 300 teams competing in Open Age and junior competitions.</p> <p>The Media and Communications Manager has primary responsibility for:</p> <ul style="list-style-type: none">• Production of League publications (<i>e.g.</i>, weekly Footy Record, Annual Report, <i>etc</i>);• Preparation of content for, development and maintenance of the WRFL website (wrfl.com.au), including liaison with AFL Victoria and Game Day personnel where required;• Content development and maintenance of social media platforms (Facebook, Instagram, Twitter & TikTok).• Recording and distributing the official league podcast• Liaising with photographers and video providers each week regarding capturing images/recording games• Video editing (<i>e.g.</i> Instagram reels, TikTok videos, WRFL TV when required)• Coordination and planning of the annual WRFL Media Day (liaising with photographers, video personal, clubs, venue, <i>etc.</i>)• Maintain and update the WRFL Live App (Team App)• Sending weekly newsletters (in-season) and once a month (off-season) to the WRFL database via Mailchimp• Identification and activation of commercial opportunities available through the League’s website, publications and communications vehicles;• Preparation and dissemination of media releases and articles;
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	<ul style="list-style-type: none"> • Sourcing, coordination and management of volunteer media personnel (<i>e.g.</i>, website writers, photographers, video editors, <i>etc</i>) as required; • Liaison with commercial partners, Broadcast and volunteer radio media team in relation to WYN FM radio preview shows and match-of-the-day broadcasts; • Liaison with the League’s Marketing Consultant in relation to servicing of sponsors, merchandise suppliers and corporate partners; • Identification and development of additional media and communications related opportunities to complement the core business of the Western Region Football League.
Key Relationships	<p>Reports to:</p> <ul style="list-style-type: none"> • WRFL Chief Executive Officer <p>Internal Relationships:</p> <ul style="list-style-type: none"> • All WRFL staff <p>External Relationships:</p> <ul style="list-style-type: none"> • Community and metropolitan news media, including press, radio and television; • WRFL club personnel (club administrators, presidents. Coaches, players, netballers); • Printers, graphic designers and other suppliers relevant to the production of publications; • AFL Victoria and Game Day personnel relevant to delivery and maintenance of the WRFL website; • WRFL Partners and Suppliers; • match-day video contractors; • AFL Victoria head-office and regional staff, including Western Jets; • Any and all other parties deemed necessary for the effective discharge of duties.
Job Task / Role	<p>Specific Duties:</p> <ul style="list-style-type: none"> • Manage the production of weekly Footy Records (both home and away season and finals series), web videos, community radio programs, Annual Reports and website content, including researching and writing of articles and posting materials to the website. • Develop and manage a network of volunteer content contributors for the WRFL website



	<ul style="list-style-type: none">• Develop and maintain the WRFL website and social media platforms.• Assist in selling advertising space in the Footy Records, on the WRFL website and other media.• Liaise/coordinate with the radio team to ensure that community radio and web TV programs are presented as scheduled and promote the best interests of the WRFL, clubs and sponsors/corporate partners.• Liaise with printers and designers regarding all print materials.• Liaise with/support WRFL clubs with the preparation and display of website content.• Produce the Annual Report• Liaise with the General Manager Football Operations and finals host clubs regarding media requirements for finals.• Other duties, as directed by WRFL Executive
Attributes	<p>Professional Attributes</p> <p>The successful applicant will be a highly motivated individual with demonstrated initiative and a passion for a career in sports-related media/journalism. Essential requirements include:</p> <ul style="list-style-type: none">• a strong interest in community football and netball;• excellent writing and computer skills and familiarity with Microsoft Office, Mailchimp, video editing and Canva or relevant graphics/web development programs;• experience in website development/maintenance and competence with a range of social media platforms;• good verbal and written communication skills;• the ability to work flexible hours and to communicate effectively with stakeholders at all levels;• a reliable vehicle and a current driver’s licence;• a current Working With Children permit or willingness obtain. <p>Relevant tertiary qualifications, previous experience in similar roles and availability to commence with minimum delay will be highly regarded.</p>

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.



Working Conditions:

Location:

The Media and Communications Manager will work primarily from the League's office located at Whitten Oval. Remote communication facilities may be provided to allow the incumbent to access the League's computer server from home office facilities.

Hours of Work:

The normal hours of work will be 38 hours per week (*i.e.* a permanent, full-time position), scheduled by agreement with the Chief Executive Officer. During the off-season, normal hours will be primarily scheduled between Mondays and Fridays inclusive. Significant flexibility will be required during the football playing season to facilitate attendance at games and League functions.

Remuneration:

This is a permanent, full-time position. Remuneration will be negotiated with the preferred candidate and will include base salary, paid public holidays, 4 weeks annual leave, long-service leave accrual and statutory superannuation guarantee payments. Time-off will be negotiated in lieu of extra time worked.

A probationary period will apply. Full conditions of appointment will be confirmed in a contract of employment.