

# WESTERN FOOTBALL NETBALL LEAGUE POSITION DESCRIPTION

## MEDIA MANAGER

**Department:** Operations/Administration

**May 2026**

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| <b>Position Overview</b> | <p>The Western Football Netball League (WFNL) is responsible for the governance and strategic development of community football and netball across Melbourne’s western region.</p> <p>Comprising 34 Member Clubs, more than 400 teams and 10,000 participants, the WFNL delivers inclusive Open Age and Junior competitions. Our vision extends beyond competition - we are committed to strengthening community connection, participation and the long-term growth of football and netball in the west.</p> <p>We are seeking a passionate, motivated, creative and proactive individual to join our team as the Media Manager. This dynamic role is integral to achieving the League’s media, commercial and broader business objectives.</p> <p>Reporting directly to the CEO, the successful candidate will lead the League’s media and communications portfolio through strategic planning and execution. This role requires a passionate self-starter with the initiative and drive to proactively shape and elevate the League’s media presence, playing a key role in enhancing the WFNL brand across the western region and metropolitan Melbourne.</p> |
| <b>Our Values</b>        | <p>The following values guide everything we do at the Western Football Netball League:</p> <p><b>Integrity:</b> We act with transparency, honesty, respect and fairness in all that we do.</p> <p><b>Progressive:</b> We strive for continuous growth and embrace opportunities to improve and evolve.</p> <p><b>Engagement:</b> We communicate openly, regularly and effectively with our Clubs and key stakeholders.</p> <p><b>Commitment:</b> We hold ourselves accountable and deliver on our commitments to our stakeholders.</p>   |



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| <p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Key Relationships</b></p> | <p><b>Reports to:</b></p> <p>WFNL Chief Executive Officer</p> <p><b>Internal Relationships:</b></p> <p>All WFNL Staff</p> <p><b>External Relationships:</b></p> <ul style="list-style-type: none"> <li>▪ WFNL stakeholders, including Member Club Presidents, administrators, coaches, players and umpires;</li> <li>▪ WFNL commercial partners and suppliers, including (but not limited to) Sportscast Australia, Local Footy Hub and WYN FM;</li> <li>▪ Key football partners and governing bodies, including the AFL, AFL Victoria, North Melbourne, Western Bulldogs, Werribee (VFL), Williamstown (VFL) and the Western Jets;</li> <li>▪ Key netball stakeholders, including Netball Victoria;</li> <li>▪ Local and metropolitan media across print, radio, television and digital platforms;</li> <li>▪ Digital platform providers, including PlayHQ and Netball Connect, supporting the delivery and maintenance of the WFNL website and associated applications;</li> <li>▪ Creative, media and production suppliers, including printers, graphic designers and content creators;</li> <li>▪ Match-day broadcast, video and content production providers; and</li> <li>▪ Any other stakeholders as required to effectively deliver the responsibilities of the role.</li> </ul>   |
| <p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Responsibilities</b></p>  | <p>The Media Manager is responsible for leading and growing the WFNL’s media, communications and digital content strategy, driving audience engagement, brand growth and commercial outcomes across all platforms.</p> <ul style="list-style-type: none"> <li>▪ Lead the WFNL’s digital media presence across our website and social platforms, driving growth in audience, engagement and brand visibility;</li> <li>▪ Oversee the production of weekly in-season WFNL TV and Podcast content in partnership with broadcast providers;</li> <li>▪ Create and deliver engaging, digital-first content across all platforms, including the Local Footy Hub app;</li> <li>▪ Drive commercial outcomes through sponsor integration, advertising and partner activations across WFNL media channels;</li> <li>▪ Produce key League publications and communications, including the Footy Record, newsletters, media releases, feature content and Annual Report;</li> <li>▪ Manage end-to-end content delivery across match days, events and the Finals Series, including photography, video and live coverage;</li> <li>▪ Lead the planning and delivery of the annual WFNL Media Day;</li> <li>▪ Support the delivery of key WFNL events, including the Season Launch, Club Development Conference, Finals Series, and Junior and Senior Presentation events, through media, marketing and communications execution;</li> <li>▪ Build and manage a network of media contributors, including writers, photographers, videographers and volunteers;</li> <li>▪ Manage broadcast and media partnerships to maximise reach, content quality and audience impact;</li> <li>▪ Identify and deliver new media, content and commercial opportunities to grow the WFNL brand; and</li> <li>▪ Undertake other duties as directed by the Chief Executive Officer.</li> </ul> |



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| <b>Attributes</b> | <p>The successful applicant will be a highly motivated and proactive individual with strong initiative and a genuine passion for pursuing a career in sports media, communications or journalism.</p> <p><b>Essential Requirements</b></p> <ul style="list-style-type: none"> <li>▪ Strong interest in, and understanding of, community football and netball;</li> <li>▪ Excellent written communication and digital content creation skills;</li> <li>▪ High level of digital literacy, including proficiency in Microsoft Office, Mailchimp and content creation tools such as Canva, video editing software and similar design platforms;</li> <li>▪ Experience in website management and maintenance, with strong capability across a range of social media platforms;</li> <li>▪ Excellent verbal communication and interpersonal skills, with the ability to effectively engage with stakeholders at all levels;</li> <li>▪ Ability to work flexible hours, including evenings and weekends during the football season and Finals Series;</li> <li>▪ Strong organisational and time management skills, with the ability to manage competing priorities and meet deadlines in a fast-paced environment;</li> <li>▪ Current driver's licence and access to a reliable vehicle; and</li> <li>▪ Current Working With Children Check, or willingness to obtain prior to commencement.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>▪ Relevant tertiary qualifications in media, communications, journalism, marketing or a related discipline;</li> <li>▪ Previous experience in a sports media, communications or digital content role (highly regarded); and</li> <li>▪ Availability to commence at short notice will be highly regarded.</li> </ul> |
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**NOTE:** This position description is not intended to be exhaustive. The successful applicant may be required to undertake other duties, as reasonably directed, in order to meet the evolving needs of the organisation.

## Working Conditions

### Location

The Media Manager will be based primarily at the WFNL Office located at Whitten Oval. Access to appropriate communication and IT facilities will be provided, including the ability to work remotely via the League's systems, as agreed with the Chief Executive Officer.

### Hours of Work

This is a permanent, full-time position (38 hours per week).

During the football and netball season, the role will require a high level of flexibility, including evening and weekend work, to attend training sessions, matches, events and League functions, ensuring the effective delivery of the role. During the off-season, hours will generally be scheduled Monday to Friday.

Flexible working arrangements are supported in accordance with the WFNL Time in Lieu Policy.



## **Remuneration**

Remuneration will be negotiated with the preferred candidate and will be commensurate with experience, skills and capability. The package will include base salary, statutory superannuation, four weeks annual leave, public holidays and long service leave entitlements in accordance with legislation.

## **Other Conditions**

A probationary period will apply. Performance will be reviewed annually by the Chief Executive Officer. Full terms and conditions of employment will be set out in the employment contract.

