



General Manager – Communications

- Rewarding leadership opportunity
- Engage with a diverse range of stakeholders

A rare opportunity exists for an innovative, experienced and well-rounded **General Manager – Communications** to join the Brisbane Lions.

Reporting to the CEO, and forming part of the Executive Management team, the **GM – Comms** heads up our team of media, design, marketing and digital professionals to ensure all internal and external communications are timely, accurate and keep with the Club's values, brand and image.

The **GM** will be accountable for the development and delivery of our Club's Communications Plan and Strategies that include;

- Continue to be cutting edge in the development and delivery of content for our members and fans
- Manage the Club's relationships with media stakeholders, overseeing all requests and interviews with players and personnel
- Oversee the management of our Club's websites / social media with a continued focus on growing traffic, followers, users
- Work closely with GM Football, Senior Coach and CEO to ensure accurate football comms are delivered in the appropriate formats and times
- Oversee the management of match day media operations - attend to all home game media and broadcasting request plus the regular match day media operations, press conferences and player interviews for home games.
- Proactively ensuring comms are integrated across all departments of our Club
- On-going development of department employees, through feedback, training and mentoring

A largely autonomous role the successful **GM Comms** will have previous experience in digital comms, traditional media, and public relations; ideally in managing sports brands. Previous experience in the AFL or sporting industry preferred but not essential.

The role is based at the Gabba and match day participation and travel will be required.

If you believe in our values – Connected, Elite Performance, Cutting Edge and Care – and are looking to advance your career in a progressive and supportive team environment, then please forward your CV and professional covering letter (maximum 1 A4 page) to Paddy McNee, at jobs@lions.com.au.

Applications close 8th April 2017.

The Brisbane Lions encourage people from diverse backgrounds to apply.