



ESSENDON FOOTBALL CLUB
Media Manager

Essendon Football Club has a reputation as a leader in the Australian sports industry and we are committed to our vision of being recognised as the most respected, inclusive and successful sporting club in the country, consistently setting the benchmark both on and off the field. We currently have a fantastic opportunity for a Media Manager to 'Don the Sash' and join our Communications Team based at our club headquarters at Melbourne Airport.

The Opportunity

The primary responsibility of the Media Manager is to leverage and promote PR and media opportunities for the Essendon Football Club and its key stakeholders. This includes assisting the Head of Communications to implement communications strategies both internally and externally and the procurement of positive media coverage to enhance the brand of the Club. The role will also involve facilitating the broadcast and daily media requests as well as writing press releases, Club Statements and news stories.

What We're Looking For

To be considered for the role, candidates must have the following essential skills and experience:

- Relevant degree in Public Relations, Marketing, Communications or relevant discipline;
- At least 4 years experience in a similar role in PR and Media Communications;
- Sound understanding of how the print, online, broadcast and social media work;
- Proven ability to gain the trust and respect of media partners;
- Demonstrated experience in writing copy for media and publications;
- Understanding of issues management;
- Strong internal and external stakeholder management and ability to deal with constant change;
- A creative mind and willingness to think outside the square;
- Hard working, energetic and extremely organised;
- Ability to work flexibly and travel across 7 days;
- A current Victorian Driver's Licence; and
- Permanent Residency in Australia, or appropriate visa to work permanently.

Other attributes which we would be valuable but are not essential include:

- An understanding of the AFL industry
- An appreciation of the Essendon Football Club and its proud history

To Apply

EFC has partnered with Orchard HRO to source and attract stand out talent for the Media Manager position. To apply, please go to Orchard's career page by clicking in this link: [EFC Media Manager](#) and follow the "How to Apply" instructions at the bottom of the ad.

Applications close 8am, 21 August 2017

Please note that this role will be subject to background checks.