



CONTENT COORDINATOR

ST KILDA FOOTBALL CLUB

Careers at St Kilda Football Club represent a unique opportunity in football. Our club combines elite performance with the creative and progressive thinking about community and how football can bring about meaningful change.

We aim to create connections through inspiring football, thriving community, and fresh experiences that reflect our definitive spirit of St Kilda.

As a proud AFL foundation club, we are fiercely committed to taking the Saints to our supporters and members in fresh and exciting ways and reconnecting with them.

Reporting to the Head of Media and Stakeholder Relations, the Content Coordinator will be responsible for driving coverage of the St Kilda Football Club across the Saints' multiple digital platforms, including saints.com.au, club app, social media channels, and other publications.

The Content Coordinator's primary role will be to provide written content to assist in achieving the club's communications objectives, including covering the club's AFL, VFL and VFL Women's team. However, the right candidate will be a versatile all-rounder, with a capacity to create all forms of digital media, from managing social media channels to presenting and producing video content.

The Content Coordinator will have a keen interest in, and understanding of, the sport of Australian Football, be able to produce engaging content across multiple platforms, meet tight deadlines, multi-task, manage key stakeholder relationships, and have a strong understanding of social media and growing digital audiences.

In the role you will be responsible for:

- Writing news, feature and promotional content
- Interviewing players, coaches, club personnel and stakeholders
- On camera presenting
- Producing a weekly podcast
- Managing social media coverage where required
- Generating content ideas
- Supporting the Media team in holding media opportunities
- Supporting the Digital team in managing content plans

What We're Looking For

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

- Tertiary qualified in Journalism/Communications or experience in a similar role
- Experience managing social media platforms
- Extensive portfolio of published work
- Ability to generate original story ideas
- Experience conducting interviews
- Proven organisational skills and experience producing high-level written and digital communications
- Able to work autonomously and in a team environment
- Ability to engage with a range of people and stakeholders and build trusting relationships
- Ability to work on St Kilda Football Club match-days
- A strong understanding of Australian Football and the terminology used
- Permanent Residency in Australia, or appropriate visa to work permanently
- Advanced interpersonal and communication skills, including a commitment to open, honest, two-way and frequent communication and a desire to work as part of a team.
- A strong personal brand, including displaying well developed personal values, integrity and a commitment to professionalism and accountability.
- Ability to manage multiple tasks and meet timelines in an effective and efficient manner.
- Commitment to self-improvement and learning and development.
- Possess a current drivers licence.



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Other desirable attributes include

- A background in media / journalism in a sporting environment
- A strong interest in technology and new media
- Capacity to work on weekends
- A basic understanding of photography / filming

To Apply

If you thrive on working in a fast paced, continuously evolving environment with a passionate and dedicated team where you can learn and gain valuable experience, we'd love to hear from you.

To express your interest, please submit your resume with a one-page cover letter to careers@saints.com.au by Friday, March 2, 2018.

Please note this role will require weekend work and may be subject to relevant pre-employment checks.