

# Media Manager



An opportunity has arisen for an enthusiastic Media Manager to join the Western Bulldogs.

Reporting to the Senior Communications Manager, this role will be responsible for management and implementation of the Club's football media (AFL), supporting the Senior Communications Manager in positioning the Western Bulldogs brand in line with the Club's strategic objectives.

The successful candidate will be responsible for:

- Maximising positive exposure of the Western Bulldogs through proactive traditional media pitches
- Assisting the Senior Communications Manager in general media and communications duties, strategic planning and reputation management.
- Authorised media liaison on behalf of the Club
- Management of all football (AFL) media enquiries including the coordination of weekly open media sessions, player interviews and match day media
- Develop and maintain effective external relationships with print, radio, online and television bodies;
- Liaison with AFL, football, sponsorship on media related matters
- Mentoring and coaching players and relevant spokespeople for interview preparation and presentation
- Implementation of football communication plans
- Monitoring of daily media (and maintaining accurate records)
- Maintaining accurate records of all media appearances
- To perform any tasks of a reasonable nature as required and requested by Senior Communications Manager
- Develop and maintain relationships with sport and general media
- Media contact for all Club media activity involving players and coaches as spokespeople
- Responsible for managing select Club media launches weekly and press conferences
- Oversee media requests and facilitation.

The successful candidate will ideally have the following:

- Successful experience and track record in media, communications or PR management
- 3+ years' experience in a fast-paced and issues rich environment
- Successful track record of media management in a community, government or sporting environment
- Experience in a high profile and visible role
- Strong demonstrated writing skills across multiple media platforms
- Demonstrated ability to develop and maintain strong positive relationships both internally and externally
- Possess Bachelor of Communications, PR or equivalent degree

If you are interested in working in a challenging yet extremely satisfying position please [click on this link](#).

Applications close at 5pm Sunday, 30 April.

A six (6) month probationary period applies to this position.

Please note that due to the high level of interest only those applicants short listed will be contacted.