

# Senior Communications Manager



An opportunity has arisen for a proven Senior Communications Manager to join the Western Bulldogs.

The Senior Communications Manager will be responsible for the delivery of the Club's national media and public relations, issue and crisis management and corporate communications efforts — helping shape and deliver Western Bulldogs' strategic messaging in close collaboration with the CMO, Head of Brand Management, CEO and Board to ensure the Club's reputation is both enhanced and safeguarded.

The Senior Communications Manager supports all department objectives, working across available platforms to deliver the Club's communications agenda, while ensuring its stakeholders are fully engaged.

The successful candidate will be responsible for:

- Developing, gaining endorsement and leading implementation of the Western Bulldogs communications plan and PR strategy.
- Advising, recommending and formulating communications plans for all departments using all available channels
- The establishment and agreement for measures for success for the communication plan and ensure regular tracking is in place to monitor progress against this plan.
- Manage and maximise all publicity opportunities.
- Develop and implement strategy for internal and external communications to grow Club brand and achieve Club objectives.
- Integrate internal and external communications.
- Develop and maintain relationships with sport and general media as well as other key media and stakeholders (Government officials, local councils and affiliates). This area is vital to the successful implementation of the 5 year plan.
- Key media contact for all Club activities — including managing all requests for Club President, Chief Executive and Senior Coach.
- Responsible for overseeing and directing efforts for all Club media launches and press conferences.
- Liaise with Board and Executive group on all areas of Club strategy, including crisis management.
- To ensure the Club has a robust response to crisis management related threats to reputation
- Ensure all written communications coming from the Club have gained approval and are in line with the Club's brand values.

The successful candidate will ideally have the following:

- Successful experience and track record in media, communications or PR management
- 8-10 years' experience, including 3+ years in leadership position
- 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 here](#) to apply. Applications close at 5pm, 26 February 2017.

A six (6) month probationary period applies to this position. Referees are to be provided at interview.

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