



Digital Media Coordinator

Join the Brisbane Lions in role of **Digital Media Coordinator** and join an exciting dynamic team.

Ultimately a digital 'all-rounder' the successful applicant will possess skills needed across the modern media landscape and the drive to help our team become a leader in this field. Reporting to the Digital Content Producer, responsibilities of the **Digital Media Coordinator** will include;

- Manage and maintain social media channels and online fan engagement including posting Club messages on Facebook and Twitter, while engaging fans with constant online dialogue that reflects the Club's values.
- Ensuring all website pages are operational, consistently updated, well designed and kept up-to-date and relevant.
- Coordinate, produce and distribute electronic Direct Mail (eDM) as requested or directed.
- Play a key role in the development of social media strategy to expand social media following and grow the Club's database.
- To write and edit accurate media messaging and website articles as required.
- Maintain an on-going awareness of developments in the area of digital marketing, including latest trends, technologies and social networks/environments.

Our ideal **Digital Media Coordinator** will be well versed in social media and know what it takes to maximize fan engagement. They will understand HTML and UX with Adobe Photoshop skills and have the ability to write website articles. A good understanding of AFL is desired, however the ability to gain this knowledge will also be considered.

If you are a digital 'all-rounder' with a passion for sport this may just be the role for you!

To apply, to send your application to us by 14th April 2019 by emailing jobs@lions.com.au

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