



Collingwood Football Club is one of the oldest sporting clubs in Australia. It is also one of the most contemporary, diverse and innovative, with seven elite sporting teams under the one roof at the superbly equipped Holden Centre.

We are constantly looking for the right professionals to enable Collingwood to honour its past, succeed in the present, shape a prosperous future and proudly meet its responsibilities as a community leader.

This is your opportunity to be part of a high performance sports landscape in the heart of Melbourne's Olympic Park.

## **SOCIAL MEDIA AND CONTENT PRODUCER**

What an exciting time to work at the Collingwood Football Club! We are looking for a creative minded Social Media and Content Producer to join our dynamic team. Based at the Holden Centre, this role is ideal for a proactive, motivated professional with a talent for planning, creating and managing integrated, exclusive content optimised for social media.

The position sits within the Digital Marketing and Communications team, reporting to the Head of Content, and will develop a wide range of multi-channel content, designed to attract and engage Collingwood football fans and members, across a suite of digital and social media platforms.

Responsibilities also include managing the timely upload of relevant content to key social channels, including Twitter, Facebook, Instagram & LinkedIn and the Club's website/app, as well as the overall execution of the social media strategy to ensure content is aligned with key segments and channels, and adheres to Club brand guidelines.

The successful candidate will manage the monitoring of online fan-generated conversations and utilise analytic tools to monitor and increase engagement to improve fan sentiment.

We are looking for a passionate, focused individual who is accustomed to working in a fast-paced, sporting environment and has a strong interest and understanding of AFL. You will be an adaptable, quick learner, who consistently demonstrates an approach characterised by commitment, motivation and energy, with a background in Journalism, Marketing or Communication.

Along with having the right skills and qualifications - more than anything, we are looking for a strong team player with exceptional communication skills and a great attitude.

If you are interested in this position, please send through your resume to [careers@collingwoodfc.com.au](mailto:careers@collingwoodfc.com.au). Applications close Monday 1 October 2018.