Digital and Innovation Manager

The Brisbane Lions is recruiting a dynamic and inventive Digital and Innovation Manager to lead the development and management of the Brisbane Lions’ digital and multimedia strategy.

The effective Digital and Innovation Manager should be constantly developing cutting-edge ideas in the digital space, all with a view to maximising profit or increasing membership levels and member engagement. Working closely with the Marketing Manager and the Head of Commercial responsibilities will include;

- Ensure digital strategy meets agreed the key business priorities and operational plans that include a wide range of initiatives, events and programs across all Club departments.
- Develop the Club’s full digital product offering in collaboration with the AFL Media digital team to grow revenue/profit, the Club’s brand, membership numbers and levels of member engagement.
- Work closely with the Commercial team to develop proposals and pitches for current and potential Sponsors and Partners that highlight our Digital Marketing capabilities and deliver successful outcomes for them.
- Delivery of Corporate Partner / Sponsor fulfilment into the Club’s digital platforms, from branding through to content integration.
- Maintain high level knowledge and understanding of innovation and trends within the Digital Marketing industry.

The successful candidate will be degree qualified with knowledge of AFL and recent proven digital and social media strategic planning skills and expertise. They will understand HTML and UX and have Adobe Photoshop skills; be a highly competent Apple Mac user with skills in production software and camera skills.

To apply, please forward your CV, and covering letter (maximum 1 A4 page) to Paddy McNee, HR Manager at jobs@lions.com.au, by 19th June 2015. Please provide answers to the following questions as part of your application;

1. When are you available to begin employment?
2. What is your expected salary in your next position?

The Brisbane Lions encourage people from diverse backgrounds to apply.

The Brisbane Lions are embarking on a period of development, evolution and ultimately long-term success. Our values of “Relentless, United, Respectful” are our commitment to achieving our vision and driving our Club forward.