

POSITION DESCRIPTION



OVERVIEW

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|---|---|
| TITLE | Social Media Producer – Men's Football & Competitions |
| DEPARTMENT | Corporate Affairs, Brand, Communications & Events |
| LOCATION | Sydney (Head Office) / NSW |
| REPORTS TO | Digital Content Lead - Men's Football & Competitions |
| WORK TYPE | Full-Time Permanent |
| HOURS/DAYS PER WEEK <i>(part-time, casual or contractor only)</i> | |
| START DATE | ASAP |
| END DATE <i>(FT/PT fixed term contract or contractor only)</i> | |

ACCOUNTABILITY

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|---|-----|
| Number of direct reports <i>(How many people directly report into this role?)</i> | 0 |
| Number of indirect reports <i>(How many people indirectly report into this role?)</i> | 0 |
| Budget responsibility in \$ <i>(State whether prime, shared or contributory responsibility)</i> | N/A |

ABOUT US

Football Australia is the national governing body for football in Australia and a member of Fédération Internationale de Football Association (FIFA), the international governing body for football. It governs all national teams, the A-Leagues (in Football Australia's capacity as the regulatory body), Australia Cup, National Premier Leagues and leads state, community, and grassroots football.

OUR CULTURE & VALUES

Football in Australia is a melting pot of approximately 2 million participants represented by over 200 different cultures, we proud to be the most diverse and globally connected sport within the Australian sporting landscape.

Football Australia's purpose is to *'bring communities together through football - connecting Australia to the world'* while having a vision to *'be a leading football nation where everyone is inspired to live and love the game'*.

To achieve this, we live by our company values which include:

- 1. Impact On & Off the Field:** Challenge the way we think and do to seek ways to grow the impact football has, influence industry thought leaders.
- 2. Inclusive & Diverse Football for all:** Football is embedded in the nation's social fabric, follows the story of Australia, be accessible for all

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3. **A United Team:** Bringing people together to unleash the power of football and to deliver the vision, we bring the team spirit to the game
4. **Trust:** Building trust across the whole football community, be trusted custodians of the game, act with integrity and objectivity

BACKGROUND & PURPOSE OF THE ROLE

- The Social Media Producer plays a pivotal role in planning, producing, and publishing social media content for digital channels of Football Australia's brand. The role is highly creative and tactical driving digital engagement and innovation along with key members of the digital marketing and content team.

ROLE RESPONSIBILITIES

- Collaborate with the Digital Content Lead - Men's Football & Competitions and the wider DIGCON team to develop a social media strategy that fits within Football Australia's XI Principles and its brands
- Ideate and deliver creative solutions for social media and digital engagement initiatives including but not limited to community engagement, social media campaigns, channel growth, social listening & reporting and content production
- Planning and distribution of the social media production schedule in line with Football Australia's media and communications strategies, content strategies and the social media policies and guidelines
- Development of social media content production best practice in collaboration with content creators and digital content leads
- Manage social media accounts with a primary focus on the Socceroos, Youth Men's National Teams, Australia Cup and Football Australia to ensure compelling, interesting and relevant information is shared
- Liaise with the MARCOMMS team to plan and execute content effectively and on time
- Attend key match days to produce social coverage
- Optimise and adapt to the changing landscape of social/digital media, ensuring Football Australia's brands are optimised and performing the best as possible
- Daily community building and engagement with fans via social media with a focused drive to deliver a % of earned media and keeping business updated on trends/concerns of supporters
- Analysing social media campaigns with tracking systems to determine areas for social media campaign improvement and to gather visitors' data

ROLE OUTCOMES/ DELIVERABLES

- Maximise traffic to Football Australia's websites
- Grow the social media networks for the brands with a primary focus on the Socceroos, Australia Cup, Football Australia and other men's football and competitions brands
- Build relationships within the football community and local community partners
- Ensure quality of match day content and fan engagement
- Manage key stakeholders within and external to the business
- Achieve key digital metrics and KPIs across social followers, engagement and video view growth
- Keep up to date with the latest social media trends and insights to inform strategy, content production and marketing/communications planning

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- Enhance the experience of all social channels, delivering optimal engagement rate levels and assuring all touchpoints are up to date with key information
- Community engagement and social media monitoring, including responding to comments and direct messages.

MAJOR INTERACTIONS

- General Manager - Digital Marketing & Content
- Chief Corporate Affairs, Brand and Communications Officer
- Marketing and communications department
- Community department
- Commercial department
- Member Federations
- Social media partners

KNOWLEDGE, SKILLS, AND EXPERIENCE

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|------------------|---|
| Essential | <ul style="list-style-type: none"> • Experience in social media and an eye for strong, compelling creative • Highly creative and digital savvy • Experience with or understanding of key social media platforms: Facebook, Twitter, TikTok, Instagram & YouTube • Experience with Adobe Suite, especially Photoshop, Premiere Pro and After Effects • Strong communication and stakeholder management skills • Ability to work under pressure and to deadline while maintaining a high attention to detail • Able to positively contribute to the culture and development football in Australia • Flexible work hours are required to ensure deadlines are met and match day content is executed • Passion for and knowledge of football |
| Desirable | <ul style="list-style-type: none"> • Experience in producing editorial content • Experiencing in creating EDMs |

QUALIFICATIONS

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|------------------|---|
| Essential | <ul style="list-style-type: none"> • 3+ years social media experience • University degree in related field (business, marketing, digital, communications, media/journalism) • Sports industry experience |
| Desirable | <ul style="list-style-type: none"> • Football industry experience |

UNIQUE CRITERIA

The following selected items identify the requirements of the role

- ☒ Out of hours and weekend work
- ☒ Intra and/ or Interstate travel
- ☐ International Travel

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- ☐ Significant periods of work away from home
- ☐ Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation

ADDITIONAL REQUIREMENTS

To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role

- ☐ National Police Check
- ☒ International Criminal History Record for each country (other than Australia) in which you have resided for 12 months or more in the last 10 years (if applicable)
- ☒ Full working rights in Australia
- ☒ Working with children check (paid/ employee) or state- based equivalent
- ☐ Working with children check (volunteer) or state- based equivalent (volunteer roles only)