

POSITION DESCRIPTION



OVERVIEW

TITLE	General Manager – Media & Communications
DEPARTMENT	Corporate Affairs, Brand, Communications & Events
LOCATION	Sydney (Head Office) / NSW
REPORTS TO	
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

Number of direct reports <i>(How many people directly report into this role?)</i>	3
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>	\$1.2 million shared with Head of Department

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 General Manager – Media and Communications is responsible for championing and executing a compelling media and communications strategy that promotes Australian football's narrative across all levels - from grassroots to national teams. This role ensures Football Australia's messaging is consistent, engaging, and reflective of our strategic priorities, helping to differentiate our brand in a competitive sporting landscape.

ROLE RESPONSIBILITIES

Strategic Leadership & Planning

- Collaborate with the Chief Corporate Affairs, Brand and Communications Officer to develop a comprehensive Communications Strategy aligned with Football Australia's XI Principles and Strategic Priorities.
- Drive initiatives to build a strong, consistent identity for Australian football, inspiring and engaging our diverse audience.

Media Operations & Management

- Oversee all media operations for major events (season launches, team announcements, awards nights, AGMs, etc.).
- Act as Media Manager for the National Teams (Socceroos and CommBank Matildas) when required, ensuring best-practice media engagement.
- Lead the production of media releases, guides, digital content, and annual reports, ensuring all communications meet high-quality standards.
- Oversee the development of the Annual Report each year and manage all aspects of the Annual General Meeting (AGM), ensuring seamless media and communications execution.
- Lead crisis communications planning and execution to mitigate risks and maintain Football Australia's reputation during unforeseen events.
- Organise Media Round Tables and Media Conferences as required and liaise with Chairman, CEO and other Executives as required

Corporate Communications & Stakeholder Engagement

- Support corporate communications by preparing speech notes, briefing papers, and media materials for Football Australia CEO, Chair, executives and key stakeholders.
- Liaise with the Marketing and Digital Content teams to coordinate content for broadcast partners and digital platforms.
- Ensure internal communications align with external messaging to maintain a unified brand narrative across the organisation.

Represent Football Australia at external meetings with media outlets, broadcast partners, stadium managers, and affiliated bodies.

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Team Leadership & Capacity Building

- Mentor and train media managers within Football Australia and affiliated Member Federations, ensuring consistency in media practices.
- Provide comprehensive media training for players and officials to enhance their media engagement, ensuring they effectively communicate key messages and uphold the Football Australia brand.
- Organise annual seminars and briefings to keep teams updated on industry trends and best practices.
- Foster a culture of continuous improvement and innovation, driving performance evaluations and professional development across the team.

Operational Excellence & Industry Awareness

- Manage media accreditation processes for competitions and international matches while ensuring efficient and budget-compliant operations.
- Monitor media trends, news cycles, and policy developments to proactively shape Football Australia's media strategy.
- Ensure all media and communications activities comply with regulatory requirements, ethical standards, and brand guidelines.

Oversee corporate affairs budgeting and business planning in collaboration with senior leadership.

ROLE OUTCOMES/ DELIVERABLES

Enhanced Media Coverage: Achieve year-on-year improvements in the quality, reach, and impact of media coverage across Football Australia's initiatives.

Operational Efficiency: Ensure all media operations and communications projects are executed smoothly and within budget.

Effective Stakeholder Engagement: Build and sustain robust relationships with media, broadcast partners, and internal stakeholders, ensuring a coordinated and timely response to inquiries.

Digital Innovation: Drive measurable improvements in digital engagement through innovative content strategies and data analytics.

Crisis Management: Maintain a proactive stance in crisis communications, safeguarding the organisation's reputation.

MAJOR INTERACTIONS

- All Football Australia departments
- CEO Office
- Chairman
- Executive Leadership Team
- Coaching and football operations staff of the National Teams Unit
- Domestic and International Media

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KNOWLEDGE, SKILLS, AND EXPERIENCE	
Essential	• Proven high-level organisational skills and meticulous attention to detail • Deep understanding of Australian football's landscape, including cultural diversity and global competitiveness • In-depth knowledge of media industry practices with strong relationships across TV, print, radio, and digital platforms • Ability to manage multi-disciplinary media, PR, and corporate communications projects under tight deadlines • Excellent written and verbal communication skills, coupled with strong research capabilities
Desirable	• Experience in a high-level media or communications role within sports organisations • Familiarity with the strategic vision of Football Australia and the application of the XI Principles and Strategic Priorities
QUALIFICATIONS	
Essential	Formal Business qualifications
Desirable	
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 ☒ 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)	