

## Position Description

### SECTION 1

**POSITION TITLE:** Digital Media Coordinator

**TYPE of EMPLOYMENT:** Full Time/ Fixed Term

**KEY FOCUS OF THE ORGANISATION** (WAFC Vision):

Connecting and enhancing WA communities through our great game

### CORE VALUES

At the West Australian Football Commission, we value

- **OUR PEOPLE**  
We care for, support and develop our people  
We are one united team committed to delivering our agreed objectives  
Together we celebrate our successes and achievements
- **OUR RELATIONSHIPS**  
We deeply value the players, volunteers, stakeholders and fans of our game  
We are committed to building relationships that are enduring  
We earn trust through our behaviours and communications
- **BEING OUR VERY BEST**  
We strive to give our best every day  
We are recognised as an organisation that gets things done  
We bring passion, perseverance and a positive attitude to everything we do
- **LEADING OUR INDUSTRY**  
We respect our history as we shape our future  
We work in partnership to ensure football's success  
We aim to set the standards for our industry

**KEY FOCUS OF THIS POSITION** (Why this job exists):

To produce engaging content for WAFC platforms, including social media, websites and publications and to provide support to the Marketing Manager to ensure WAFC requirements are met.

REPORTING RELATIONSHIPS		
POSITION REPORTS TO:	DEPARTMENT / BUSINESS UNIT:	DIRECT REPORTS:
Marketing Manager	Commercial, Communications & Strategy	N/A

SECTION 2	
KEY RESPONSIBILITIES/ DUTIES IN THIS POSITION	
KEY RESPONSIBILITIES	DUTIES
<b>Produce content for WAFC websites, e-newsletters and social media platforms</b>	<ul style="list-style-type: none"> <li>• Write and publish website articles ensuring content is well written, relevant, accurate and timely</li> <li>• Film and edit video content</li> <li>• Undertake basic graphic design work</li> <li>• Create and send e-newsletters to WAFC staff and relevant databases</li> <li>• Assist in developing and reviewing the WAFC digital strategy, including definition of different voices for different channels/accounts</li> <li>• Plan and implement social media content and campaigns</li> <li>• Ensure sponsorship and branding commitments are met across digital assets</li> </ul>
<b>Manage and monitor WAFC social media accounts</b>	<ul style="list-style-type: none"> <li>• Maintain an online social media presence by ensuring content is appropriate, engaging and regularly updated</li> <li>• Share WAFC website content across social media platforms to engage users and help generate website traffic</li> <li>• Monitor WAFC social media sites to ensure maintenance of appropriate content</li> <li>• Respond to fan and customer enquiries as required</li> <li>• Utilise tools to report on effectiveness of social media activities and campaigns, including partner-related activations</li> <li>• Provide issues updates to the Marketing Manager</li> </ul>
<b>Provide content for WAFC publications</b>	<ul style="list-style-type: none"> <li>• Assist with WAFC publications as required</li> <li>• Write, edit and proof-read content</li> </ul>

	<ul style="list-style-type: none"> <li>• Gather photographs, graphics or other information as required</li> <li>• Manage booking of external photographers for WAFC events, including WAFL</li> <li>• Maintain database of photographs and act as gatekeeper for use</li> <li>• Provide creative input and assist with the production of above-mentioned publications</li> </ul>
<b>Assist Marketing Manager with WAFC marketing requirements</b>	<ul style="list-style-type: none"> <li>• Assist with pre-season planning, mid-year review, end of year review for WAFL Marketing Manager group</li> <li>• Consult with WAFL clubs on marketing opportunities to maximize promotional and attendance opportunities.</li> <li>• Assist with research projects to ensure WAFL marketing activity is data-led and insight-based</li> <li>• Assist with implementation of the WAFL marketing plan</li> <li>• Assist with building and implementing strategic marketing plans across key business units, including but not limited to: <ul style="list-style-type: none"> <li>▪ Game Development</li> <li>▪ WAFL</li> <li>▪ Talent Academy</li> <li>▪ Affiliate leagues</li> </ul> </li> </ul>
<b>Other functions as required</b>	<ul style="list-style-type: none"> <li>• Assist with production of AV for internal functions and events</li> </ul>

<b>SECTION 3</b>	
<b>COMPETENCIES REQUIRED FOR THIS POSITION:</b>	
<b>1. Technical Knowledge</b> General knowledge of the football industry and the various stakeholders.	<b>6. Initiative</b> Taking independent action to positively influence events without receiving direct instructions whilst remaining in the limits of defined accountabilities.
<b>2. Computer literate</b> Advanced knowledge of Access, Word, Excel, Explorer, Outlook and PowerPoint.	<b>7. Planning and Organising</b> Ability to organise and prioritise a course of action for self and to accomplish goals.
<b>3. Effective Communication</b> Ability to clearly convey information and ideas through a variety of media, including presentations at meetings, in a manner that engages the audience and ensures comprehension of the message.	<b>8. Analytical Power</b> Ability to identify priorities, issues and potential problems by integrating information from different sources and drawing logical inferences and valid interpretations from the data.

<b>4. Client/Stakeholder Focus</b> Ensuring stakeholders and clients are always properly serviced.	<b>9. Judgement</b> Ability to make carefully weighted decisions and take actions based on the information available, taking situational constraints into account.
<b>5. Teamwork</b> Willingness to contribute to the team and to work effectively and cooperatively with other team members, in order to achieve team and organisational goals.	<b>10. Problem Solving</b> Ability to recognise a problem, identify possible causes, generate alternative solutions and select the most appropriate course of action giving full consideration to all factors.

**EXPERIENCE REQUIRED TO UNDERTAKE THE POSITION: (Essential or Desirable)**

- Qualifications in marketing, media, communications or related discipline (E)
- Experience and understanding of digital media, including social media (E)
- Strong time management and organisational skills and the ability to undertake and self-manage project work (E)
- Demonstrated experience preparing quality written content (E)
- Demonstrated graphic design and video production skills (E)
- High level of computer literacy, including the Adobe Creative Cloud Suite (E)
- Understanding of Australian Rules Football and a keen interest in the game (D)
- Preferably 2-3 years' experience in a similar role/industry (D)