



Position Title	Commercial & Media Coordinator
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Location	Elsternwick Park, Glenhuntly Road, Elsternwick 3185
Reports to	General Manager – Commercial & Media
Key Relationships	Media Manager Digital & Broadcast Manager
Department	Commercial & Media
Classification	Full time
Date Prepared	11 March 2022
Date Updated	

Victorian Amateur Football Association Statement of Purpose
The Victorian Amateur Football Association (VAFA) aspires to provide all stakeholders of the competition with an affordable, enjoyable and competitive game of Australian Rules football in a safe environment, whilst making a meaningful contribution to the community and to the development of the game.
Overall Role
The VAFA is Australia’s oldest and largest football competition consisting of 70 clubs and 300+ teams competing in Men’s senior, Women’s senior and U19 competitions.

The role is to:

- Assist the GM Commercial & Media (GM C&M), the Media Manager (MM) and the Digital/Broadcast Manager (DBM) to deliver Commercial, Marketing and Media outcomes
- Assist Media Manager in their day to day role
- Assist Digital/Broadcast Manager in their day to day role
- Carry out cross-over requirements between Commercial & Media in relation to activation of Sponsorships

Required

- Tertiary qualification in Media, Marketing or relevant field or an equivalent combination of relevant experience and/or education/training
- Excellent verbal and written communication skills, effectively interacting with commercial partners, volunteers, technical resources and other stakeholders
- Demonstrated experience or an understanding of developing marketing materials, proposals and collateral
- Ability to think creatively to problem solve
- Organisational skills to plan and deliver projects in a timely fashion
- Excellent technical writing competency and experience
- Excellent eye for detail
- Working With Children Check

Desired

- Proficient working knowledge and experience with Adobe Creative Suite or other graphic design packages would be ideal;
- An understanding of the VAFA competition
- Experience working with volunteers

Key Responsibilities - Media

- Assist in the production of the weekly The Amateur Footballer/Newsletter, on time.
- Collate content for The Amateur Footballer/Newsletter & edit scribe reports.
- Liaise with The Amateur Footballer/Newsletter Design and Print companies
- Assist in production of social media content & posts.
- Assist in producing news content & posts on VAFA.com.au
- Manage/coordinate volunteer scribes
- Help with the production of the Annual Report
- Use Adobe Creative Suite to create design collateral as required for VAFA Media (i.e. photo editing, graphics etc.)

Key Responsibilities – Marketing

<ul style="list-style-type: none"> • Support the GM C&M to meet contractual requirements of VAFA partner's • Support the GM C&M in execution of partnership activation tasks • Execute, in conjunction with the MM and DBM digital/media requirements on a needs be basis • Produce & distribute email marketing campaigns including VAFA's digital newsletter during the season, as required • Assist in the preparation of statistical reports for commercial partners and suppliers • Using Adobe Creative Suite experience, create marketing collateral as required to achieve partnership agreements/activations
Time Management
<ul style="list-style-type: none"> • Ability to effectively prioritise tasks to ensure delivery against key result areas • Capability to perform a range of simultaneous projects and programs • Capable of working to timelines.
Other Responsibilities
<ul style="list-style-type: none"> • Contribute material to Board reports when required • Take & produce Minutes at Commercial & Media Subcommittee meetings • In conjunction with the GM C&M approve on-field apparel artwork from apparel suppliers with regard to VAFA Logo requirements • Other tasks as directed by GM C&M, MM or DBM.

Prepared: March 11, 2022