



Broadcast and Content Manager
 Victorian Amateur Football Association (VAFA)

The VAFA has an exciting and rewarding position available as Broadcast and Content Manager and is seeking a motivated and enthusiastic individual to fill this stimulating and varied role. The successful candidate will have excellent attention to detail, strong stakeholder management skills and experience in working with media outlets, production companies and volunteer broadcasters and reporters. This is a full-time position within the Commercial and Media team and will report directly to the VAFA Media Manager.

Position Title	Broadcast and Content Manager (F/T)
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Location	VAFA HQ, Elsternwick Park, Glen Huntly Road, Brighton 3186
Reports to	Media Manager (MM)
Key Relationships	Chief Commercial Officer (CCO) Marketing and Events Manager (MEM) Chief Executive Officer (CEO)
Department	Commercial & Media
Classification	Full time
Date Prepared	February 29, 2024
Vision Statement	The Victorian Amateur Football Association's vision is to grow all aspects of the VAFA to enable a competition that our community can continue to be passionate and proud of.
Values	Respect To always show respect to every person that we interact with, and in turn, to earn the respect of others for all that we do.

	<p>Integrity Govern the VAFA in accordance with member approved Rules and Regulations that progress and grow the VAFA while preserving its traditional elements.</p> <p>Community Represent, connect and support everyone within the VAFA community.</p> <p>Inclusive To have an environment that is safe, equitable and welcoming for all people. We honour, respect and celebrate all differences visible and invisible.</p>
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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, Masters and U19 competitions.

Key Responsibilities:

- VAFA Matchday Broadcast (Stream/Radio)
 - Live game broadcast scheduling .
 - 12pm-6pm (Saturdays – Saturdays/Sundays Finals).
 - All associated requirements inc club and production liaison.
- VAFA Content
 - Premier Men's and Women's Reporter.
 - Website written content – including publishing to website.
 - Written Content Editing.
- VAFA Podcasts
 - Produce weekly VAFA podcasts (in-season) and lead the VAFA podcast team's (men's and women's).
 - All associated requirements – producing, editing, uploading.
- VAFA Publications – Amateur Footballer/Newsletter & Annual Report
 - In conjunction with Media Manager & Marketing and Events Manager assist with the management of content, production and distribution.

<ul style="list-style-type: none"> ○ All associated requirements in line with the above responsibilities (as agreed to with VAFA MM & CCO).
Required
<ul style="list-style-type: none"> • 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 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
<ul style="list-style-type: none"> • Proficient working knowledge and experience with Adobe Creative Suite or other graphic design packages would be ideal. • Social marketing experience in channels such as Facebook, X, Instagram and LinkedIn. • An understanding of the VAFA competition. • Experience working with media and volunteers.
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. • Other tasks as directed by CCO, CEO or MM.

Applications close **Thursday March 14th, 2024**. Please send your application (one page cover letter, examples of previous broadcast/podcast work and resume) to jobs@vafa.com.au