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| <b>Position Title</b>    | Social Media Growth Co-Ordinator (Contract)   |
| <b>Location</b>          | VAFA HQ, Elsternwick Park, Glen Huntly Road, Brighton 3186  |
| <b>Reports to</b>        | Head of Media and Digital / Chief Commercial Officer  |
| <b>Key Relationships</b> | <p>Internal:</p> <ul style="list-style-type: none"> <li>• Head of Media and Digital</li> <li>• Chief Commercial Officer</li> <li>• Broadcast and Content Manager</li> <li>• Marketing and Events Manager</li> <li>• CEO</li> <li>• VAFA Staff</li> <li>• VAFA Clubs</li> </ul> <p>External:</p> <ul style="list-style-type: none"> <li>• Media &amp; Broadcast Partners</li> <li>• VAFA Clubs</li> <li>• Contractors</li> </ul> |
| <b>Department</b>        | Commercial & Media  |
| <b>Classification</b>    | 8 Month Contract Position – (5 days across Mon – Sat)   |
| <b>Date Prepared</b>     | February, 2025  |
| <b>Date Updated</b>      |   |

## 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 67 clubs and 300+ teams competing in Men's senior, Women's senior and U19 competitions.

The role is:

- The Social Media Growth Coordinator will plan, create and execute highly engaging content for the VAFA social media channels. New initiatives will be developed to expand and grow VAFA social channels including evaluating the suitability of new social media platforms and supporting the continued development of the VAFA TikTok channel.

## 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 media 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 and Police Check

## Knowledge and Skills

- In-depth knowledge of major social media platforms including Facebook, X, LinkedIn, YouTube, Instagram and TikTok
- Sound knowledge of principles of good digital copywriting, particularly for social channels
- Excellent editing and proofreading skills
- Strong design skills and ability to produce visual assets using adobe software

- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences
- An understanding of the VAFA competition
- Experience working with media and volunteers

#### Key Responsibilities - Media

- Content planning and scheduling
- Develop and create engaging content, story concepts and multimedia for social media
- Community engagement and moderation
- Use Adobe Creative Suite and Canva to create design collateral as required for VAFA Media (i.e. video/photo editing, graphics etc.)
- Assist with production & post-production of VAFA podcasts (experience with Adobe Audition/Audacity/other audio software an advantage)
- Source, clip & publish game highlights
- Create & publish highlights packages
- Capture content at VAFA game days and events
- Make use of emerging vertical social media platforms to amplify & celebrate the VAFA, its players and clubs
- Maintain an ongoing awareness of developments in social media including trends, technology and emerging platforms.
- Monitor social media performance through analytics tools to provide insights on performance

#### Time Management

- 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

- Contribute material to Board reports when required
- Other tasks as directed by Head of Media and Digital, Chief Commercial Officer or CEO.

Prepared: February, 2025