



# POSITION DESCRIPTION

**TITLE:** Digital, Media and Communications Coordinator  
**DEPARTMENT:** Media  
**LOCATION:** Meakin Park  
**REPORTS TO:** Marketing, Media and Sponsorship Manager  
**STATUS:** Full Time  
**START DATE:** N/A  
**END DATE:** N/A  
**LAST REVISED:** April 2017

## DIMENSIONS

• Number of direct reports	Nil
• Number of indirect reports	Nil
• Budget responsibility in \$.	Nil

## EMPLOYMENT CONDITIONS

• Package	• As negotiated from time to time
• Normal Hours Of Work	• As required
• Unique Criteria	<ul style="list-style-type: none"> <li>• Weekly hours will vary depending on seasonal requirements.</li> <li>• After hours/weekends may be required</li> </ul>

### **Purpose of Role** (*Why does this role exist?*)

As the primary online content editor and website manager, this position is responsible for coordinating and providing overall editorial coverage and reporting for Football Queensland. The Digital, Media and Communications Coordinator requires a combination of editorial and media expertise and online technical knowledge in order to create online content that fits a range of electronic formats.

### **Key Areas of Responsibility** (*Over what areas does this role have responsibility and accountability?*)

- Develop and maintain Football Queensland websites, electronic newsletters, social media campaigns, and other digitally produced material.
- Edit digital images, design page layouts, and use electronic publishing software to produce digital content as required.
- Create digital cross-communication strategies to support Football Queensland publications and e-publications, identifying target audiences and figuring out the best ways to present information to these audiences.
- Execute digital plans in conjunction with the Football Queensland's overall strategic goals and via the Operational Plan.
- Work with the Chief Executive Officer and Marketing, Media and Sponsorship Manager to manage media enquiries, execute media plans and coordinate media launches
- Write/edit material (including video footage) and other features for Football Queensland on a monthly basis and other Football Queensland publications/content as needed.
- Provide overall digital editorial content to effectively support the Football Queensland editorial calendar.

- Own and maintain an online editorial calendar determining what content is published and where it is published, Using Football Queensland and marketing calendars, 3<sup>rd</sup> Party News Room and industry trends as a guide.
- Provide Journalistic coverage of NPL and FQPL matches as required
- Ensure Football Queensland websites provides ease of navigation and enhanced digital user experience.
- Use technical, writing, and editing skills in updating, correcting, and adding content to Football Queensland publications and e-publications.
- Effectively build relationships with members, other associations, media and related groups to grow Football Queensland's publications and e-publications in accordance with the organisation's strategic objectives
- Cover Annual General Meeting and other organisational meetings and conferences as assigned to provide digital editorial content.
- Draw on Football Queensland industry, academic and government experience to ensure that digital and print publications are correct, clear, concise, and understandable.
- Be conversant on metrics-based site/product success measurement and keep track of industry developments to make the most of emerging technologies.
- Read and respond to content-related user email and calls.

**Key Performance Measures** (*Quantifiable measures determining achievement of business and personal objectives?*)

- A performance and development agreement will outline your expected performance standards and business goals as well as skills improvement.
- The agreement will ensure that the objectives for this role are regularly set and their achievement measured to assist you to effectively manage your activities, determine how successful you have been in delivering the particular benefits sought and gauge any further development or training you need to do to develop your career.

**Knowledge, skills and behaviour required** (*What competencies does the position require?*)

The following skills and qualifications are essential

- A degree in journalism or the equivalent in training, education and/or experience.
- Experience in maintaining new media technologies such as websites, social media and other online communications.
- Advanced skills and experience in Adobe Publishing and Microsoft Office Products.
- Excellent attention to detail.
- Excellent oral and written communication skills.
- Demonstrated organisational and administrative skills with the ability to plan, coordinate and execute tasks through to completion whilst meeting deadlines, balancing competing demands and having a specific attention to detail.
- Ability to work with limited direction to initiate procedures, set priorities and manage tasks. Support as required, including coordinating calendars, diaries and travel as needed.
- Enthusiasm and a high-level of self-motivation and initiative, both independently and as a part of a team.
- Consistently proactive, taking initiative whenever possible

The following skills and qualifications are desirable:

- Experience in working with volunteers.
- Experience or knowledge of the Football industry.

**Major interactions** (*Which MF departments, and/or external bodies will I interact with?*)

- 3<sup>rd</sup> Party Media Outlets
- Football Federation Australia Media Staff
- Multimedia designer
- Marketing Coordinator
- Football Community – Clubs and Associations

