



GIPPSLAND LEAGUE Inc. POSITION DESCRIPTION

Position: Media & Publicity Officer	Date: October 2023
Department: Business Operations	
Status: Voluntary/Honorary	
Overview of Role	<p>The Media & Publicity Officer is primarily responsible for assisting with the media requirements of the Gippsland League, Gippsland Stars & Dahlsens Gippsland All Stars.</p> <p>The role will require the candidate to be available for flexible hours including some nights/weekends.</p> <p>To be successful in the role the candidate will require strong IT skills including website and social media management and will have experience in content design ideally with video content experience. A small honorarium is available for the right candidate.</p>
Key Relationships	<p>Reports to the: Gippsland League General Manager</p> <p>Direct Reports include: nil</p> <p>Other Key Relationships include:</p> <ul style="list-style-type: none">• Gippsland League Operations Manager• Gippsland League Netball Operations Coordinator• Gippsland Stars committee, coaches and players• Gippsland League member clubs• Gippsland League sponsors and business partners• Gippsland media outlets• AFL Victoria• Netball Victoria• External service providers & resources working in the region <p><i>Responsibilities shall include, but not limited to the following</i></p>



Job/Task Profile	<p>EVENT</p> <ul style="list-style-type: none"> Attend major finals and assist in executing Gippsland League social media plans Attend presentation night and assist in executing Gippsland League social media plans <p>PROGRAMS</p> <ul style="list-style-type: none"> Assist with content creation and execution of Gippsland Stars social media plans Assist with content creation and execution of Dahlsens Gippsland All Stars social media plans <p>MEDIA</p> <ul style="list-style-type: none"> Create weekly in season competition report (500-800 words) for the Gippsland League Senior Football and A Grade netball Create matchday content for the Gippsland League football & netball competitions Investigate opportunities to increase Gippsland League media coverage Assist in event photography as required
Key Selection Criteria	<p>Mandatory</p> <ul style="list-style-type: none"> Knowledge of the Gippsland League and football/netball in Gippsland. Self-motivated with a proven ability to show initiative, plan, and set priorities. Experience in using digital media platforms primarily Facebook, Instagram & YouTube Excellent IT skills Ability to be available for flexible hours including nights/weekends and to work well in an autonomous environment. <p>Desirable</p> <ul style="list-style-type: none"> Experience in video content design Experience using WordPress and Adobe Suite products Some photography experience Demonstrated personal initiative and ability to work effectively in a team environment.