



## **Media and PR Manager – GIANTS Netball**

**Location: Sydney Olympic Park**

- Energetic, innovative and collaborative environment
- Work across professional & community sport
- Career opportunity

Netball NSW is one of the largest state sporting bodies in NSW. It is a not-for-profit organisation responsible for the governance, development, promotion and administration of netball throughout NSW. We provide a framework for over 114,000 registered members and 200,000 school children to participate in and enjoy netball at all levels.

The role will lead the media, PR and communications strategy for the GIANTS Netball to increase the exposure through all forms of media. In addition, the role will provide media support for Netball NSW Participation Programs and Community Engagement, and work with Regional staff to increase the exposure of netball across regional NSW.

You will have proven in media and public relations and need to demonstrate experience in managing media and PR programs and have outstanding written and oral communication and time management skills.

### **Key Responsibilities:**

- Develop and lead the media, PR and communication strategy for GIANTS Netball team.
- Develop and lead the media, PR and communications strategy for Netball NSW Participation Programs and Community Engagement streams.
- Work with regional teams to develop and drive communication strategies specific to their opportunities.
- Develop and maintain relationships with media and key stakeholders.
- Maintain the GIANTS Netball website with relevant content, along with sections of the Netball NSW website that are accountable for in this position.
- In conjunction with the Marketing Manager, develop weekly eDm's for the GIANTS Netball databases.
- Drive the social and digital strategy for the GIANTS Netball and content related to Participation and Community Engagement for Netball NSW.
- Develop and drive the communication strategy for netball participation with a specific focus on digital.
- Create content and speech notes as required for GIANTS Netball events.

### **To be successful in this role, you will have the following skills and experience;**

- Minimum of 5 years' experience in a media management role.
- Relevant tertiary qualifications e.g. media/business/commerce.
- Very strong written skills.
- Have media contacts or the ability to form and manage relationship with the media.
- Have the capability to be able to pitch stories and content to media.
- Social media and Website experience.
- Demonstrated ability to set priorities, plan work programs, meet deadlines and manage time effectively.
- Knowledge and experience in the use of DotMailer highly valued.

### **Personal Attributes**



- Ability to set priorities, plan work programs, meets deadlines and manages time effectively.
- Experience in working independently and as an integral part of a team.
- Passionate and prepared to go above and beyond.
- Commitment to Netball NSW Values.
- Ability to work autonomously and within a team environment.
- Flexible work hours may be required and there is weekend work on various occasions.

**APPLY NOW**

If this sounds like you, please submit your application to [applications@leftfieldsportssolutions.com.au](mailto:applications@leftfieldsportssolutions.com.au)

For a copy of the detailed Position description or to a confidential discussion and find out more about this exciting opportunity, contact Paul Bruce on 0407 426 592.

In your application, you should include;

- a covering letter
- your resume
- examples of published material welcome
- indication of the remuneration you are expecting.

**END**