



- COLLINGWOOD FOOTBALL CLUB -

JOB OPPORTUNITY

Collingwood Football Club is one of the oldest sporting clubs in Australia. It is also one of the most contemporary, diverse and innovative, with seven elite sporting teams under the one roof at the superbly equipped Holden Centre.

We are constantly looking for the right professionals to enable Collingwood to honour its past, succeed in the present, shape a prosperous future and proudly meet its responsibilities as a community leader.

This is your opportunity to be part of the dynamic Social Media team in a high performance sports landscape in the heart of Melbourne's Olympic Park.

Content Producer – Women's Sport

Collingwood Football Club is looking for a creative minded Content Producer to join our team and assist with the creation of regular, captivating and exciting content for our AFLW and Netball social media and digital channels. This opportunity is ideal for a passionate and driven professional with a talent for planning, creating and managing integrated, exclusive content optimised for our various content platforms.

The position sits within the Marketing and Product department, reporting to the Social and Content Manager, and will develop a wide range of multi-channel content, designed to attract and engage Collingwood fans and members, across a suite of digital and social media platforms.

Responsibilities also include managing the timely upload of relevant content to key social channels, including Twitter, Facebook, Instagram and LinkedIn and the Club's website/app, as well as the overall execution of the social media strategy to ensure that content is aligned with key segments and channels, and adheres to the Club brand guidelines.

The successful candidate will manage the monitoring of online fan-generated conversations and utilise analytic tools to monitor and increase engagement to improve fan sentiment.

We are looking for a passionate, focused individual who is accustomed to working in a fast paced, sporting environment and has a strong interest in women's sport and an understanding of our AFLW and Netball programs. You will be an adaptable, quick learner who consistently demonstrates an approach characterised by commitment, motivation and energy, with a background in Journalism, Marketing or Communication. Along with having the right skills and qualifications – more than anything we are looking for a strong team player with exceptional communication skills and a great attitude.

If you are interested in this position, please send through your CV and cover letter to careers@collingwoodfc.com.au
Applications close **Friday 29 October 2021**.

Aboriginal and Torres Strait Islander people are strongly encouraged to apply.

