



UWA-Nedlands FC
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UWANFC Marketing & Communications Role – Job Description 2024

UWANFC is a large community and semi-professional football (soccer) club that is seeking marketing and communications support to achieve the strategic goals of the organisation. The successful candidate will work alongside a mixture of paid staff and volunteers across different functions of the organisation.

Key responsibilities

- Working with key members of the Executive to develop and deliver a Communications Plan (a schedule of cross-platform messaging and promotion to ensure programs and offerings are adequately advertised, club initiatives and announcements are understood by members, and member engagement with the Club and sponsors is achieved).
- Developing and scheduling content per the Communications Plan (across the website, email, newsletters, newspapers, Facebook, Instagram, LinkedIn, Tiktok, Youtube, and X).
- Monitor and report on engagement metrics, to meet Club targets.
- Some photo editing (cropping, sponsor logo adding) may be required.
- Ad-hoc marketing and communication requests as required.
- Depending on the experience level of the successful candidate, there may be an opportunity to manage and mentor Workplace Integrated Learning Students.
- Depending on the experience level of the successful candidate, there may be an opportunity to drive event planning and alumni engagement to support our 75th Anniversary events.

Expected hours and remuneration

- The role is expected to take approximately 7.5 hours per week, with the hours generally able to be done at times convenient to the candidate. Depending on activity levels within the club, this may flex week to week (with the first few months of the year expected to be the highest workload).
- The contract will be for 12 months, at a rate of dependent on the experience of the successful candidate.
- The successful candidate will be considered a contractor, and will be required to provide invoices to the Club to receive payment. The Contractor will be responsible for their own income tax and superannuation payments.

- The candidate is expected to provide their own hardware (e.g. laptop, phone). The Club will reimburse reasonable costs for software subscriptions, printing etc.

Experience required

The successful candidate will:

- Will have experience and/or an interest in sports media, specifically a knowledge of relevant sports promotion on social media
- Have a degree in (or have completed at least 3 semesters of), a relevant marketing, communications, or media degree (or relevant TAFE/tertiary course). Applicants outside of these qualifications may be considered if there is demonstrated experience in the space.
- Very strong written communication skills in English, and strong digital literacy
- Visual design skills
- Confidence in working with others, with strong organisational skills
- Good work ethic, and comfort in self-directing tasks
- Experience in event promotion and alumni engagement would be highly regarded

To apply for this position:

To be considered for this role, please email a CV and sample of communications and marketing work done before – including but not limited to:

- Social media posts (image and video)
- Media templates
- Newsletters
- Written articles

Please email to president@uwanfc.com.au. Shortlisted candidates will be contacted for an interview.