

Job Title: Content, Social Media & Communications Officer

Employer: Sutherland Shire Football Association

Location: Sutherland Shire, NSW

Employment Type: Part-time (3 days per week, some weekend work required during the season)

About the Role

Sutherland Shire Football Association (SSFA) is seeking a creative and motivated **Content, Social Media & Communications Officer** to drive digital engagement across our platforms. This role is responsible for content creation, social media management, website updates, and videography, helping to enhance SSFA's digital presence and connection with the football community.

Key Responsibilities

Content Creation & Social Media

- Manage and execute content across all SSFA social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok).
- Develop engaging and innovative content, including graphics, videos, and written posts, that align with SSFA's brand and messaging.
- Monitor and respond to comments and messages on social media to engage with the community.
- Develop and implement strategies to grow SSFA's digital audience and enhance fan engagement and social platform presence.
- Plan and schedule content, ensuring consistency in brand tone and messaging.

Videography & Photography

- Capture and edit high-quality videos for use across social media, website, and other digital platforms.
- Film, interviews and training footage.
- Produce highlight reels and promotional videos for SSFA events, competitions, and initiatives.
- Take and edit photos for various digital and marketing purposes.

Website & Communications

- Maintain and update the SSFA website with news, event details, and relevant information.
- Write engaging articles, Season Annual Reviews, and announcements for publication on the website and social media.
- Assist with e-communications, including monthly newsletters and member updates.
- Be the lead in SSFA Club Hub app updates
- Ensure all content aligns with SSFA's branding and strategic objectives.

Event Coverage & Season Responsibilities

- Provide live social media updates and coverage of key SSFA events and matches (season launches, Annual Dinners, Presentation Nights, Grand Finals).
- Conduct interviews with players, coaches, and officials to generate compelling storytelling.
- create coaching content in conjunction with the technical department
- Support the execution of game-day activations and digital promotions.
- Work flexible hours, including weekends, to cover matches and events as needed.

Skills & Experience Required

- Minimum 1-2 years' experience in content creation, social media, and digital communications.
- Strong knowledge of football and the sports industry.
- Proficiency in social media management tools and analytics.
- Video production and editing skills (Adobe Premiere Pro, After Effects, or similar software).
- Graphic design experience (Adobe Photoshop, Canva, or similar).
- Strong writing and storytelling abilities with a keen eye for engaging content.
- Website management experience (WordPress)
- Excellent organisational skills and ability to multitask in a fast-paced environment.
- Ability to work independently while collaborating with various stakeholders.

Why Join SSFA?

- Be part of a passionate and community-driven football organisation.
- Be the face of creativity for the SSFA.
- Flexible work arrangements, including occasional remote work.
- Opportunity to have a direct impact on the growth and engagement of football in the Sutherland Shire.

How to Apply

To apply, please send a copy of your Resume, Cover letter and any sample work which you have previously done to Jenny@shirefootball.com

Sutherland Shire Football Association is an equal opportunity employer and encourages applications from individuals of all backgrounds.