



## **CONTENT AND SOCIAL MEDIA MANAGER**

### **ABOUT US**

Under the umbrella of Hoops Capital Basketball, the Sydney Kings and the Sydney Flames are forging a new path for basketball in New South Wales. The Sydney Kings and the Sydney Flames are internationally renowned basketball franchises playing in the top tier of competition in Australia in the NBL and WNBL. Two teams together as one club. The Kings and the Flames are the only such partnership in basketball nationally. Now, together with the backing of a passionate and creative team off the court and on, the Kings and the Flames are truly united to take basketball to the next level in the Hoops Capital.

### **THE ROLE**

Reporting to the Director of Communications, the Content and Social Media Manager will play a key role developing and supporting the social media strategy as well as managing the day-to-day delivery and optimisation of digital content. The position will be responsible for managing and growing the Hoops Capital Basketball, the Sydney Kings and Flames social media platforms to build the digital audience but also drive awareness and commercial opportunities.

- Develop and help drive engaging content across all our digital platforms.
- Assist in helping the club earn the reputation as the most accessible to media in the NBL.
- Write and distribute content for the club's communications channels.
- Drive audience growth in line with the organisation's strategy.
- Manage the club's social media platforms and help identify new opportunities
- Work with our commercial and marketing teams in driving commercial objectives
- Help manage and support the club's influencer program
- Drive social media content across all channels on gameday



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### **THE ROLE**

We are looking for a communications and media professional who has a minimum of 3-4 years' experience in a media, publications, or communications role (digital newsroom or content team). The successful candidate will also have:

- A degree in media, communications or equivalent (preferred)
- Strong presentation skills
- Superior writing skills and ability to tell stories in multimedia formats
- High level interpersonal skills with an ability to network and build relationships at all levels
- Ability to deal with senior personnel in high pressure situations
- Strong understanding of the NBL/WNBL landscape and the audiences looking for basketball content
- Proficient in creative systems such as Adobe and experience working with online content management systems
- Prior experience in short format editing video/audio for online

Our ideal candidate can work a wide array of hours with a varying time schedule to suit the seasonal priorities of the industry. Interstate travel may be required.

The successful candidate is also required to undergo and pass a police check and hold a current and valid Working with Children's Check.

### **APPLICATIONS**

To apply for this position, please submit your CV together with a covering letter outlining your suitability for this role to [julian.obrien@hoopscapital.com.au](mailto:julian.obrien@hoopscapital.com.au)

**Applications close at COB on Friday, October 29.**