


Position Description: Marketing & Communications Manager

Instructions for Managers	Instructions for Employees
<ol style="list-style-type: none"> 1. Give a copy of Position Description to new employee. 2. Give copy of signed Position Description to employee. 3. Send signed original to Head Office to place on employee file. 	<ol style="list-style-type: none"> 1. Read the Position Description carefully. 2. Ask if you need any information clarified. 3. Keep a copy for you to use at work. 4. This may change with the needs of the Business. 5. Keep Manager informed of changes in the position

WORK LOCATION	POSITION DETAILS	UPDATED
Football House, Deakin ACT	Full Time (38 hours/ week) Permanent	November 2025
POSITION OBJECTIVE		
<p>The Marketing & Communications Manager is responsible for leading Capital Football's marketing, media, and communications strategy to enhance the organisation's visibility, reputation and community engagement. The role oversees the promotion of competitions, events and participation programs, ensuring all messaging is consistent, inclusive, and aligned with the organisation's values. This position drives strategic marketing initiatives, content creation, media relations and stakeholder communications to grow the game, strengthen connections across the football community and support the successful delivery of Capital Football's Strategic Plan.</p>		
PRIME RESPONSIBILITIES		
<ul style="list-style-type: none"> • Lead the development and implementation of Capital Football's marketing, communications, and brand strategies to enhance visibility, reputation, and engagement across all platforms. • Plan, create and deliver engaging content and campaigns across digital, print, and broadcast channels to promote competitions, events, and participation programs. • Act as the primary media liaison, building positive relationships with journalists and media outlets while coordinating match streaming and commentary teams to improve the game's visibility. • Build and maintain strong communication networks with clubs, players, officials, and community groups to support inclusion, participation growth, and alignment with Capital Football's strategic objectives. • Foster collaboration and community-driven support to extend the reach and impact of marketing and communications activities in a resource-conscious environment. 		
REPORTS TO		DIRECT REPORTS
Chief Executive Officer		Media & Digital Media Content Creator
 <pre> graph LR CEO[Chief Executive Officer] --> MCM[Marketing & Communications Manager] MCM --> MDCC[Media & Digital Media Content Creator] </pre>		

ABOUT US	
<p>Capital Football is the governing body for football and futsal in the ACT and surrounding regions and is a proud member of Football Australia. Operating within a dynamic and collaborative team environment, Capital Football promotes flexibility, multi-skilling, and mutual support to achieve its operational and strategic goals. Staff are encouraged to take ownership of their work, pursue personal and professional development, and actively contribute to a culture of continuous improvement. Managers work collectively to align efforts, share responsibility, and drive the successful delivery of Capital Football's Strategic Plan.</p>	
ORGANISATIONAL VALUES	
<p>Accountable Being transparent and taking ownership for behaviour, decisions, and actions.</p> <p>Inclusive Providing the environment and opportunity across all forms of football for everybody of any ability.</p> <p>Responsive Acknowledging, acting, and responding in a timely and respectful manner.</p>	<p>Ethical Doing what's right, acting in the best interest of football, and displaying good sportsmanship.</p> <p>Respectful Building trust by listening, accepting others for who they are and when they have a different view, and behaving courteously.</p> <p>Unified Alignment of purpose, philosophy, and pathways.</p>
SKILLS AND PERSONAL ATTRIBUTES	
<ul style="list-style-type: none"> Well-developed oral and written communication skills, with strong interpersonal abilities to work effectively in a team environment. Highly organised with excellent time management skills; able to prioritise tasks, adapt to changing demands, and work well under pressure. Self-motivated and able to work independently, demonstrating initiative and accountability in delivering high-quality outcomes. Proactive in identifying and solving problems, with a focus on continuous improvement and practical innovation. Dependable and committed, taking responsibility for actions and contributing positively to team and organisational goals. 	
SELECTION CRITERIA	
Essential	
<ul style="list-style-type: none"> Have the right to work in Australia. <i>(Evidence required)</i> Hold, or ability to gain, an ACT Working with Vulnerable People Card. <i>(Evidence required)</i> Tertiary qualifications in marketing, communications, media, public relations, or a related field, or equivalent demonstrated experience. Demonstrated experience leading or delivering marketing and communications strategies, ideally within a sport, community, or not-for-profit environment, with a proven ability to build brand awareness and audience engagement. Excellent written and verbal communication skills, with experience in media liaison, public relations, and the creation of compelling content for diverse audiences and platforms. Proven ability to plan, design, and execute integrated marketing campaigns across digital, print, and social media channels, including day-to-day content creation, scheduling, and engagement. Practical experience managing digital platforms, including social media, website and email marketing tools (e.g., Mailchimp), with the ability to produce, edit, and update content independently. 	

<ul style="list-style-type: none"> • Strong creative and technical skills in producing visual and multimedia content, including proficiency in tools such as Adobe Creative Suite, Canva, or equivalent platforms. • Demonstrated experience using analytics and insights to evaluate engagement and inform content or campaign strategy. • Proven stakeholder management and relationship-building skills, with the ability to engage effectively with clubs, volunteers, media, and community partners. • Strong organisational and project management skills, with the ability to manage competing priorities, meet deadlines, and deliver quality outcomes with limited resources. • Adaptability and resilience to thrive in a dynamic, community-focused environment, maintaining professionalism and performance under pressure. • Willingness to work outside standard hours (e.g., weekends, match days, community events) and to represent Capital Football in public forums or media when required.
Desirable
<ul style="list-style-type: none"> • Understanding of football and the Australian sports industry, including key stakeholders, audiences, and trends in participation and fan engagement. • Experience working in a member-based organisation, community sport, or not-for-profit environment. • Experience coordinating match coverage, live streaming, or commentary teams to enhance the visibility and promotion of the game. • Established networks within the local media, sport, and community sectors across the ACT and surrounding region. • Experience managing crisis communications or responding to complex media issues in a calm and professional manner. • Skills in data analysis or market research to inform campaign development and audience engagement strategies. • Advanced creative skills in graphic design, photography, or video production beyond standard marketing needs.

INDICATIVE DUTIES
<p>Deliver operational priorities across the following areas:</p> <p>Strategy, Leadership & Operations</p> <ul style="list-style-type: none"> • Develop and implement a comprehensive marketing and communications strategy aligned with Capital Football's Strategic Plan, supporting competitions, participation programs, and community initiatives. • Provide strategic marketing and communications advice to the CEO, Senior Leadership Team, and internal departments. • Lead brand management and ensure consistent, inclusive, and professional representation across all channels and programs – from grassroots programs to premier competitions. • Contribute to planning and reporting processes, including budgets, operational plans, timelines, and data analysis. • Support the delivery and promotion of major events (e.g. Kanga Cup, Finals Month, season launches, awards), ensuring cohesive branding and community engagement. • Undertake hands-on delivery of communications tasks and general administrative duties to support the organisation's priorities. <p>Marketing, Campaigns & Community Engagement</p>

- Plan, produce, and deliver targeted marketing and promotional campaigns across the full football landscape – from community participation to competitions and development programs.
- Collaborate with internal staff and community stakeholders to maximise reach, participation, and awareness of football opportunities.
- Create accessible and engaging content and materials that celebrate inclusion, participation, and the diversity of the football community.
- Ensure all campaigns and materials align with Capital Football's brand and values, and are delivered efficiently within available resources.
- Build community pride and participation through storytelling, social campaigns, and positive promotion of football across all regions and age groups.

Media, Content & Digital

- Act as the primary media contact, managing relationships with journalists and outlets to maximise positive coverage and storytelling opportunities.
- Create, curate, and manage content across digital platforms, including social media, the website, newsletters, and video production.
- Coordinate live match streaming and commentary coverage to showcase competitions and community events.
- Monitor digital performance and analytics to guide improvements in reach and engagement.
- Maintain brand standards across all visual and written content, ensuring inclusive, accurate, and engaging communication.

Stakeholder & Community Engagement

- Build and maintain strong communication networks with clubs, players, referees and community groups to support participation growth and visibility.
- Engage with volunteers, commentators, and content contributors to extend communication capacity and community connection.
- Support internal communications and staff engagement initiatives to foster collaboration and a positive organisational culture.
- Represent Capital Football at community events, presentations, and media opportunities to strengthen visibility across the ACT and surrounding region.

Operational Delivery & Collaboration

- Work collaboratively with other departments to ensure marketing and communication efforts effectively support participation, competitions, and development programs.
- Deliver marketing and communications outputs directly, often independently, with support from volunteers, external suppliers, and community contributors.
- Work collaboratively across departments to ensure all programs – from grassroots to elite – receive appropriate communication and promotion.
- Manage competing priorities in a small-team environment, demonstrating flexibility, initiative, and strong organisational skills.
- Contribute to a culture of teamwork, innovation, and continuous improvement, sharing skills and supporting colleagues across the organisation.

APPROVAL

This position description has been reviewed and is considered to accurately reflect the requirements of the role and Capital Football.

Chief Executive Officer



Date 10 November 2025

I hereby understand the requirements of the position and will fulfil the responsibilities of this role and Capital Football.

Employee Name

Employee Signature

Date