

Position Description

Media & Communications Manager

Position Details	Position Title	Media & Communications Manager
	Date prepared	12 March 2026
	Start Date	April (negotiable)
	Location	Western Sydney, Sydney or Canberra
	Department	Commercial
	Status	Ongoing Full Time
	Salary	Commensurate with experience
	Reporting to	General Manager Commercial

Position Profile	Position Purpose	<p>The Media & Communications Manager leads the planning and delivery of Rowing Australia’s media, communications and marketing activity. The role is responsible for translating organisational priorities into clear communications strategies and marketing plans, and ensuring their effective execution across all channels.</p> <p>This position oversees day-to-day media and communications operations, including press and media engagement, content creation, campaign delivery and channel management. It also manages Rowing Australia’s network of external contractors and media partners.</p> <p>The role combines hands-on delivery with genuine strategic responsibility. The successful candidate will play a central role in shaping and implementing Rowing Australia’s media and communications agenda.</p> <p>Working closely with senior leadership, the role ensures that Rowing Australia’s voice, messaging and storytelling consistently support the organisation’s strategic priorities, commercial objectives and national events program.</p> <p>The position is supported by a full-time Digital Content Lead and a network of specialist contractors across photography, journalism and graphic design.</p>
	Key Responsibilities	<p>Planning & Strategy</p> <ul style="list-style-type: none"> • Lead the development, review and implementation of RA’s Media & Communications Strategy at appropriate intervals, in collaboration with the GM Commercial and key stakeholders. • Own and manage the annual media calendar (published each Q4), ensuring activity is visible, realistic and strategically prioritised.

		<ul style="list-style-type: none"> • Coordinate and triage inputs from across RA teams (including Events, Development, High Performance and Commercial) to ensure coherent and aligned communications and marketing plans. • Maintain brand and narrative consistency across all channels. • Define clear objectives and measures of success for departmental activities, and regularly monitor and report on performance against these metrics. • Develop and implement data and insights strategies to embed a data-led approach to media and communications activity. • Lead reviews of media partners, suppliers and contracts to ensure effectiveness, value for money and alignment with organisational needs. • Drive audience growth and engagement across digital platforms through data-led content and campaign strategies. • Support the delivery of commercial value for partners and sponsors through integrated communications and marketing activity. <p>Media</p> <ul style="list-style-type: none"> • Drive media and press coverage of Rowing Australia, its national events, initiatives and the Australian Rowing Team. • Support the EA & Office Manager in preparing briefings, scripts, quotes and supporting materials for the CEO and Board, including speaking notes and key messaging for external engagements, where required. • Develop responsive media plans for matters arising, ensuring resourcing is prioritised appropriately without compromising strategic priorities. • Lead issues and crisis communications activity, including preparation of holding statements and coordination of rapid-response messaging where required. • Actively identify and promote compelling athlete and team stories in collaboration with High Performance staff and athletes. <p>Marketing</p> <ul style="list-style-type: none"> • Own the development and delivery of campaigns and communications across all digital and partner channels, including social, website and EDM. • Develop and execute integrated marketing and communications plans for national events, including the Australian Rowing Championships (ARC), Australian Indoor Rowing Championships (AIRC), Australian Beach Sprint Rowing Championships (ABSRC), Australian Masters Rowing
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		<p>Championships (AMRC – in collaboration with State bodies) and the Rower of the Year Awards (RotY).</p> <ul style="list-style-type: none"> • Lead the delivery of event PR plans, media releases, run sheets and collateral, and oversee event media centres and livestream productions. • Manage relationships with broadcast and streaming partners to ensure high-quality coverage and promotion of national events. • Manage and coordinate contractors (photographers, videographers, designers) to ensure high-quality, timely and brand-aligned content delivery. • Collate timelines of key events, departmental objectives and opportunities across the organisation to inform strategically aligned media and marketing plans. <p>Digital & Brand</p> <ul style="list-style-type: none"> • Manage website content and oversee EDM planning and delivery and social media scheduling. • Ensure digital content aligns with brand identity, campaign objectives and strategic direction. • Provide day-to-day leadership to the Digital Content Lead, including clear direction, work planning and performance tracking to inform data-driven decision making. • Coordinate the design and production of the Rowing Australia Annual Report. <p>Budget & Resources</p> <ul style="list-style-type: none"> • Manage the Media & Communications budget. • Develop and maintain a media and communications capacity model, ensuring resources are realistically allocated to align with strategic objectives and operational priorities. <p>Collaboration & Stakeholders</p> <ul style="list-style-type: none"> • Work closely with the GM Commercial on strategy, planning, reporting and priority setting. • Collaborate with Events, High Performance, Participation and other internal teams to ensure aligned messaging and activity. • Work collaboratively with State Rowing Associations to support consistent messaging and coordinated national promotion of the sport. • Maintain strong working relationships with contractors, agencies, media outlets and funding partners. • Act as the first point of contact for all media enquiries across the organisation.
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Skills & Experience	Key Attributes and Experience	<ul style="list-style-type: none"> • Strategic thinking with the ability to triage competing priorities • Strong written and verbal communication skills • Proactive mindset with a high level of personal ownership • Strong planning and organisational capability • Ability to manage multiple stakeholders and competing inputs • Sound judgement in media and reputational matters • Ability to translate strategy into practical delivery • Collaborative working style with strong relationship management • High attention to detail and commitment to quality • 4+ years' experience in a Media, Communications and/or marketing role • Experience in the sports sector is desirable <ul style="list-style-type: none"> • Offers will be made subject to attainment of a National Police Criminal History Check and clearance/s to work with children. • A full, valid Australian Drivers License is preferred.

This role requires flexibility in working hours and occasional domestic travel. Due to the nature of sporting events and international competition, work may be required outside standard business hours, including evenings and weekends, particularly when the Australian Rowing Team is competing overseas. Rowing Australia operates a Time Off In Lieu (TOIL) policy for employees.