

Position Description

Digital Content Lead

Position Details	Position Title	Digital Content Lead
	Date prepared	08/08/2025
	Applications	Email CV and brief cover letter to media@rowingaustralia.com.au Note: media portfolios or example material are welcomed.
	Location	Canberra or Sydney
	Department	Commercial
	Reporting to	Media, Digital, and Communications Coordinator
	Key relationships	Performance Director Hancock Prospecting & Reinhold Batschi National Training Centre Head Coaches Sports Development Team Event Management Team
	About Rowing Australia	<p>Rowing Australia (RA) is an organisation that nurtures and develops talent, giving opportunities to those who strive to be world leading. Like the rowers we support to be the best in the world we are always seeking to be the best we can be. We are here to protect, grow and innovate rowing to ensure its relevancy, growth, and appeal to a diverse range of participants, supporters, and fans at all levels of the sport.</p> <p>As the national governing body for the sport RA is responsible for the leadership, administration, and governance of the sport nationally. RA delivers the high-performance program, runs coach education, National Championships for Traditional, Indoor and Coastal Rowing, and seeks ways to increase the development of the sport.</p> <p>All new employees are required to comply with RA Policies (https://rowingaustralia.com.au/policies) and complete mandatory Sports Integrity Education and training as determined by RA (example, Child Safeguarding).</p>

Position Profile	Position Purpose	<p>The Digital Content Lead plays a central role in capturing and sharing the stories of Australian rowing to both national and global audiences. This role supports the vision of Rowing Australia by enhancing the sport's public profile through compelling, engaging digital media content. It's particularly suited to recent graduates or early-career creatives who are passionate about sports storytelling and want to be involved in Australia's Olympic and Paralympic journey leading into Brisbane 2032. The position is designed to elevate the profile of athletes, energise partnerships, and deepen fan engagement with rowing as an iconic national sport.</p> <p>Key aspects of the position's purpose:</p> <ul style="list-style-type: none"> • Bring to life the people, places, and passion behind rowing in Australia. • Build and amplify digital narratives that support our high performance athlete's profiles and event visibility. • Strengthen Rowing Australia's connection to its audiences through engaging, creative content. • Support the delivery of marketing and partnership value through storytelling

		<p>and digital reach.</p> <ul style="list-style-type: none"> • Lead on short form and socials content
	Key Responsibilities	<ul style="list-style-type: none"> • Content Strategy & Planning: <ul style="list-style-type: none"> ○ Contribute to the development of, and execute, RA's digital content strategy across owned channels. ○ Collaborate with the Media & Communications manager to build an annual content calendar aligned to major events, campaign, partners deliverables and strategic priorities. ○ Ensure consistent messaging across all RA disciplines • Content Production: <ul style="list-style-type: none"> ○ Capture and edit high-quality video and photography, managing end-to-end production. ○ Highlight core RA assets including; <ul style="list-style-type: none"> ▪ The Rowsellas (Australian Rowing Team) ▪ Australian U23 and U19 Teams ▪ Key Australian rowing community activities ▪ Rowing Australia Events, such as the Australian Rowing Championships, Australian Indoor Rowing Championships, Australian Masters Rowing Championships, Rower of the Year Awards and Australian Beach Sprint Rowing Championships (Domestic Events) ▪ RowNation ○ Produce real-time event coverage and behind-the-scenes storytelling. ○ Manage digital assets and maintain secure, organised archives. ○ Produce a small "highlights" collection of images for each asset for easy access and use by the broader RA team • Social Media and Brand Engagement: <ul style="list-style-type: none"> ○ Drive social media presence with trending and on-brand content. ○ Grow engagement and reach through proactive content production. ○ Align & integrate sponsor and commercial partners through digital activations. ○ Enhance the online reputation of athletes, coaches, and staff. • Travel and On-Site Engagement: <ul style="list-style-type: none"> ○ <i>Note: Regular travel - during work hours - between Yarralumla, Canberra and Penrith, Sydney will be required.</i> ○ Attend all Domestic Events and, in collaboration with the Media and Communications Manager, will develop event-specific content plans. ○ Opportunities for overseas travel to major international events (such as the World Rowing Championships) will be discussed with the

		successful candidate.
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Skills and Attributes	Qualifications and Experience	<ul style="list-style-type: none"> • Experience: <ul style="list-style-type: none"> ○ Demonstrated experience in digital content creation—especially video and photography. ○ Previous work in content calendar management, partnership deliverables, and high-pressure event coverage is desirable. • Technical Skills: <ul style="list-style-type: none"> ○ Proficiency in Adobe Premiere Pro or appropriate editing software. ○ Familiarity with Photoshop, Canva, After Effects, and Lightroom is a bonus. ○ Hands-on experience with camera gear, lighting, and audio equipment. • Digital and Social Media Knowledge: <ul style="list-style-type: none"> ○ Deep understanding of content formats and trends across TikTok, Instagram, YouTube, and emerging platforms. ○ The successful candidate will keep up to date with Social Media and digital trends, to be leveraged to drive increased engagement and viewership metrics. • Logistical Readiness: <ul style="list-style-type: none"> ○ Flexibility to travel and work weekends is required, and Rowing Australia runs a time of in lieu policy to ensure employees get their hours back ○ Valid driver's license and access to a vehicle are preferred.
	Capability	<p>The role requires both creative and interpersonal strengths, including:</p> <ul style="list-style-type: none"> • Creative Capability: <ul style="list-style-type: none"> ○ Strong storytelling instincts with an ability to translate vision into impactful content. ○ A passion for sport and visual storytelling that energises brand narratives. • Professional and Interpersonal Skills: <ul style="list-style-type: none"> ○ Ability to work independently and meet tight deadlines under pressure. ○ Strong collaboration and communication skills to liaise with athletes, coaches, staff, and stakeholders.

		<ul style="list-style-type: none"> • Adaptability and Drive: <ul style="list-style-type: none"> ○ Enthusiastic, driven, and proactive attitude with a commitment to excellence in a fast-paced environment. ○ Willingness to contribute to a team culture that supports one of Australia's most successful Olympic and Paralympic sports.
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Additional Requirements and information:

1. This position requires a clearance/s to work with children, which is an essential component for employment at RA.
2. A full, valid Australian Drivers License.
3. Offers will be made subject to a National Police Criminal History Check being completed.

PLEASE NOTE: It is your responsibility to obtain the appropriate licence.