



Diamond Creek Women's Football Club

Diamond Creek Women's Football Club Social Media Intern Position

Diamond Creek Women's Football Club is Australia's largest female-only football club, currently playing in the VFL Women's League and the Northern Football League with two senior sides and five junior sides. The Club had 15 players drafted in the inaugural AFL Women's season, the highest of any club in Australia.

DCWFC and RMIT have an Alliance where the Club provides training for RMIT Interns in the sports science management field. The Club is expanding this alliance to include RMIT Intern in the DCWFC Media role. The Clubs Intern philosophy is to encourage the Intern to take responsibility in an area and actively manage this area, whilst reporting to a key person at the Club. This process enables an Intern to develop skills and show initiative in the management of their area. This provides a better outcome for both the Intern and the Club.

The DCWFC Media Team manages the following area;

- Developing regular management plans for organizing the media content for the Club
- Creating weekly Club content for seniors and juniors
- Managing the Club's Social Media Platform
- Organizing interviews with players, sponsors and Alliance partners
- Ensuring the media content is well represented and of high quality
- Providing articles to local papers
- Monitoring the Club for content of interest
- Monitor the traffic generated through our social media platform and reporting to the General Committee

For the 2017 season, we are looking for applications for the position of Social Media Intern. With the inaugural AFL Women's season, this is an exciting opportunity for anyone wishing to pursue a career in AFL Media. This position will be voluntary but will provide an excellent opportunity to build contacts and experience within women's football.

The Social Media Intern will be required to either attend or co-ordinate content on at least one of the club's bi-weekly training sessions as well as the Saturday or Sunday afternoon game day for our VFL side. The Social Media Intern will communicate internally with the Club President, coaches & players and externally with media outlets and sponsors.

Reporting

The Social Media Intern will report directly to the Senior Vice President. The Club will provide an AFL Women's Media mentor to assist in reviewing the plans and content developed by the Intern.

Roles and responsibility

- Develop a rolling two week schedule of interviews and content for the website and social media platforms
- Maintain contact with Senior and Junior Vice Presidents to be updated on special interest stories or player milestones
- Organizing talent and DCWFC Reporter for interviews at Club
- Organizing talent and DCWFC Reporter for sponsor/alliance interview
- Manage video and written interviews ensuring visual and content quality
- Uploading content onto Website and Social media platforms
- Liaising with local newspapers for publishing of articles

If this Internship is of interest, expressions of interest should be sent to Chris O'Connor at chris.oconnor@cdianz.com.au