



## **Content Coordinator**

The Australian Rugby Union, the national body of rugby in Australia and home to the Qantas Wallabies, is seeking applications from suitably qualified persons for a nine month full-time fixed term contract role as Content Coordinator. The successful candidate will assist the Digital manager in ensuring the ARU websites, newsletters and other online channels deliver valuable content to the rugby community.

The role would suit a recent graduate and requires a commitment of 5 days per week.

### **Responsibilities include:**

- Work with Digital Manager help optimise performance of rugby.com.au
- Regular tracking, measurement and analysis of rugby.com.au with weekly competitive analysis & reporting required
- Work with internal media departments to ensure timely delivery of content
- Key point of contact for internal ARU stakeholders on rugby.com.au content related requests
- Assist in the development and implementation of digital promotions to drive site traffic
- Support internal departments with all email deployments, including creation distribution and management of the email schedule. Analyse and generate weekly reports
- Assist with the development and management of the content plan around key tournaments

### **Start/End Date**

- March 2010 to November 2010

### **Salary**

- \$42,500 per annum pro-rated (inclusive of superannuation)

### **Working Hours**

- 37.5 hours per week - generally between 9am-5pm - may require additional hours

### **Key Skills:**

- Solid experience in web content authoring and management
- Some basic experience in building or working with html code
- Ability to crop/modify images for website using Photoshop
- Experience with Final Cut Pro video editing software - preferred
- Experience with using and managing social media channels
- Understanding of how to optimise site for search engines
- Experience with Google Analytics
- Keen interest in sport - role requires daily monitoring of sports, rugby sites, blogs & social channels

The role may require after hours and weekend activities. Applications close Friday 5<sup>th</sup> March 2010

To apply send your CV and a short covering letter supporting your application to [recruitment@rugby.com.au](mailto:recruitment@rugby.com.au) quoting reference OBIT03. To discuss the role in more detail please contact Julie James – Manager HR, Australian Rugby 80055528.