Basketball Australia Position Description

CONTENT & BRAND MANAGER

Who are we

As the national governing body, Basketball Australia (BA), in conjunction with our State & Territory member associations, is at the forefront of promoting, fostering, and developing the sport of basketball across the country. BA is responsible for safeguarding the sport in Australia.

With a proud, rich history and a commitment to excellence, we are dedicated to growing the game. This mission of Australian Basketball is to be "Everybody's Game" and BA will lead, connect and enhance the experience of the Australian basketball community.

BA proudly manages Australian national teams (Boomers & Opals, Rollers & Gliders, men's and women's 3x3 and junior national teams), athlete pathways, the Centre of Excellence facility, national championship events, major international events and leads community programs for the good of the whole sport.

We are excited to have launched the new Basketball Australia Strategic Plan (2025-2028), the Whole of Sport Basketball 2040 Vision and refreshed BA Values. These critical foundations, along with our Innovate Reconciliation Action Plan (RAP) (2024-2026), and BA's Women & Girls Strategy will set our direction and represent how we will bring our mission to life.

Our Values



These values guide our behaviour, decision-making and culture across the organisation.

Child Safeguarding Commitment

Basketball Australia has a zero-tolerance policy toward child abuse and neglect. We are committed to creating and maintaining a safe, positive and inclusive environment where all children can participate in basketball free from harm. All BA staff must actively support and comply with our child safeguarding policies and reporting obligations.

National Integrity Framework

Basketball Australia has developed a national framework to promote and maintain integrity in basketball. The Framework sets out a robust set of reporting, investigatory and sanctioning provisions to deal with Prohibited Conduct. The National Integrity Framework (the Framework) sets the broad expectations for the conduct of all Participants. It also incorporates detailed policies that regulate specific behaviours to ensure action can be taken against those who fail to adhere to appropriate behavioural standards and expose the sport to undue risk. Details can be found here: National Integrity Framework

Position Details

Position Title:	Content & Brand Manager
Reports to:	General Manager, Content & Media
Direct Reports:	Senior Brand Designer, Social Media Coordinator
Location:	State Basketball Centre, Wantirna South, Victoria
Internal Relationships:	Head of Digital, Media & Comms Manager, Commercial, High Performance, Events
External Relationships:	S&T Member Associations, Commercial partners, agencies and content suppliers
Travel:	Some domestic and international travel required; occasional weekend work

Role Purpose

The **Content & Brand Manager** is responsible for leading Basketball Australia's content, social media, creative and brand activities, ensuring BA tells compelling stories, builds strong national team and program brands, and engages audiences consistently across its owned channels.

The role will lead the development and delivery of an organisation-wide content approach spanning Basketball Australia, Australian national teams, participation programs, pathways, events and other key initiatives. It will oversee an always-on content model while also planning and delivering heightened activity around major national team, tournament and event windows.

The Content & Brand Manager is also responsible for stewardship of Basketball Australia's brand portfolio, ensuring BA and its national team brands are represented consistently and effectively across content, campaigns, events, commercial activity and organisational collateral.

The role will help bring together content, brand, digital and communications activity across BA's owned channels and broader audience touchpoints.

Key Responsibilities

***This section outlines the core areas of accountability and expected outcomes of the role, rather than a detailed list of tasks*.**

Content Strategy, Planning & Delivery

- Lead the development and implementation of Basketball Australia's content strategy and annual content plan, aligned to the BA Strategic Plan and Australian Basketball 2040 Vision.
- Develop and oversee an always-on content model that maintains audience engagement across BA, national team, pathway, participation and program channels.
- Lead seasonal and campaign content planning across major national team windows, tournaments, national championships, participation programs and key organisational initiatives.
- Identify and develop compelling stories across Australian basketball, with a particular focus on athletes, national teams, pathways, participants and the broader basketball community.
- Establish clear editorial priorities, content themes and production schedules across BA-owned channels.
- Ensure content is audience-led, platform-appropriate and aligned to agreed organisational priorities.
- Oversee content quality, briefing, production workflows, approvals and delivery timelines.
- Manage external creators, photographers, production partners and other specialist suppliers where additional capability is required.

Social Media & Audience Engagement

- Lead BA's social media strategy across Basketball Australia, national team and relevant program channels.
- Provide strategic direction to the Social Media Coordinator on content priorities, platform strategies, publishing cadence and audience engagement.
- Drive audience growth, reach and engagement through strong organic content and channel management.

- Ensure social content supports national team campaigns, major events, participation initiatives, commercial requirements and broader BA priorities.
- Oversee social media governance, account access, moderation standards and appropriate risk protocols.
- Monitor emerging platforms, formats and audience behaviours and identify opportunities for BA to evolve its approach.
- Work with the Head of Digital to use audience and platform insights to continually improve content performance.

Brand Leadership & Creative Direction

- Act as the day-to-day custodian of Basketball Australia's brand and national team brand portfolio.
- Maintain and strengthen consistent application of brand identity, tone of voice and creative standards across the organisation.
- Provide creative direction across campaigns, content, events, digital channels, presentations, collateral and other BA touchpoints.
- Lead the development and maintenance of brand guidelines, templates, toolkits and creative assets.
- Work with internal teams to ensure BA and national team brands are represented consistently and appropriately.
- Oversee the Senior Brand Designer and provide direction on priorities, creative development and quality.
- Manage specialist brand and creative agencies where required.
- Support appropriate development and presentation of national team merchandise and other branded initiatives in collaboration with relevant internal teams.

National Teams, Events & Campaigns

- Lead content and owned-channel planning around Australian national team campaigns, tournament windows and major basketball moments.
- Develop integrated content plans designed to build awareness, engagement and affinity for the Boomers, Opals, Rollers, Gliders, 3x3 and junior national teams.
- Work closely with Events and other internal teams on content and creative requirements for major international matches and national championships.
- Collaborate with TEG and other event partners to support ticketing campaigns through BA-owned content, creative assets, national team storytelling and channel amplification.
- Support broader campaign activity where BA requires awareness or audience activation across its owned channels.
- Ensure campaign activity is coordinated with Digital and Media & Communications so that content, platform and earned-media activity work together.

Commercial & Partner Integration

- Work closely with the Commercial & Partnerships team to embed partner opportunities into BA's content, social and brand planning from the outset, ensuring activations are relevant, authentic and audience-led.
- Lead the development and delivery of high-quality partner content and creative assets across BA and national team channels, aligned to contractual obligations, campaign objectives and brand standards.
- Identify new opportunities to create value for partners through BA's content, social platforms, national team storytelling, events and broader brand ecosystem.
- Develop content concepts and creative approaches that strengthen partner integration while protecting audience relevance, editorial integrity and the strength of BA and national team brands.
- Ensure commercial content requirements are incorporated into annual, seasonal and campaign planning, with clear timelines, responsibilities and delivery processes.
- Support the Commercial & Partnerships team in developing content-led opportunities for new and existing partners, including ideas that can strengthen proposals, renewals and broader partnership value.
- Review the performance of partner content and activations, using audience and channel insights to inform future creative approaches and improve effectiveness.

Campaign & Program Support

- Partner with Participation, Game Development, High Performance, Pathways, Events, Integrity and other BA teams to develop content and creative support for key organisational priorities.
- Support awareness campaigns for initiatives such as participation programs, Safe Sport and other whole-of-sport priorities.
- Translate organisational objectives into audience-relevant creative and content approaches.
- Provide advice to internal stakeholders on content, brand and channel opportunities.
- Prioritise requests against organisational strategy, available resources and agreed content plans.

Team Leadership & Operations

- Lead, develop and support the Social Media Coordinator and Senior Brand Designer.
- Establish clear priorities, objectives and ways of working across the Content & Brand team.
- Build an integrated content production model across social, design and video.
- Manage team workloads and resources against organisational priorities.
- Establish effective briefing, workflow, approval and asset-management processes.
- Develop a flexible network of freelancers, contractors and production partners to supplement internal capability during peak periods.
- Manage relevant content and creative budgets and ensure activity is delivered within approved budgets.
- Foster a collaborative, creative and high-performing team culture

Performance, Insights & Optimisation

- Establish and monitor content and social media KPIs aligned to BA's organisational objectives.
- Use channel performance, audience behaviour and content insights to improve future planning and production.
- Work with the Head of Digital on integrated reporting across content and digital channels.
- Provide regular reporting on audience growth, reach, engagement, content performance and campaign effectiveness.
- Undertake post-campaign and tournament reviews to identify learnings and opportunities.
- Use evidence and insights to guide future content investment and resource allocation.

Capabilities & Experience

Required Qualifications & Experience

- 7+ years' experience in content, social media, brand, creative, marketing or a related discipline, ideally within sport, entertainment, media or another audience-led environment.
- Demonstrated experience developing and delivering content strategies across multiple channels and audiences.
- Demonstrated experience creating and optimising content for major social and video platforms, with a strong understanding of platform formats, audience behaviours and content best practice.
- Working knowledge of digital content production tools such as Adobe Creative Cloud, Canva and similar platforms, with demonstrated experience using them to support content creation and delivery.
- Experience creating social-first content in fast-paced, live or campaign environments, with the ability to brief, review and refine video, graphic and other digital assets.
- Demonstrated experience developing, managing or applying brands and maintaining strong creative standards.
- Experience leading multidisciplinary teams across areas such as social media, video, design and content production.
- Experience planning and delivering content around major events, campaigns or live environments.
- Strong project management capability and the ability to manage multiple concurrent priorities and deadlines.
- Experience managing agencies, contractors and external production partners.
- Strong stakeholder management skills and demonstrated ability to work collaboratively across an organisation.
- Experience using audience and performance insights to inform content decisions and improve outcomes.

Skills & Attributes

- Strategic thinker with strong creative judgement and a strong understanding of content, social media and brand.

- Strong people leadership and team development capability.
- Excellent stakeholder management, collaboration and relationship-building skills.
- Strong audience focus with the ability to turn organisational priorities into engaging content.
- Excellent planning and prioritisation skills, with the ability to manage multiple priorities in fast-paced environments.
- Strong communication and presentation skills, with the ability to articulate ideas and influence stakeholders.
- High attention to detail and commitment to creative quality and brand consistency.
- Commercially aware, with an understanding of how content and brand can create value for partners and audiences.

Key Performance Indicators

KPIs should define the critical areas of performance that indicate effective delivery of the role. They should be written as clear, outcome-focused statements that align to the role's purpose and organisational priorities, rather than a list of tasks or activities. KPIs should be specific enough to provide clarity on expectations, while remaining flexible to reflect the evolving needs of the role and the organisation.

Key Performance Indicator	Measures
Strategic & Operational Plan	• Delivers the activities of the team Operational Plan to support the BA Strategic Plan
Values and Safety	• Consistently models respectful, inclusive and values-aligned behaviour. • Represents BA values and professionalism at events and engagements • Complies at all times with the National Integrity Framework • Complies at all times with BA policies • Undertakes and participates in mandatory training and business professional development • Reports all safety incidents • Takes responsibility to ensure own safety

Additional Requirements

- Must hold Australian citizenship, permanent residency or valid working rights
- Must maintain a current Working with Children Check or Working with Vulnerable People Certification
- Must comply with all Basketball Australia policies including Child Safeguarding, Integrity and WHS policies