



Job Description: Social Media Manager - Sport

Role Type: Full-time Contract (12 months)

Location: Remote or Hybrid (based in Australia, ideally Eastern seaboard)

Salary/Wage: \$80,000 - \$90,000 pending experience

About us

Sport Design Australia (SDA) is a sports creative & content agency with a difference. We specialise in delivering impactful content solutions for sporting organisations, helping them win off the field through fan engagement and revenue growth. With a network of elite creatives, we partner with the top sporting brands across Australia and beyond to deliver unforgettable, high-performing content.

About the opportunity

We're looking for an experienced and passionate Social Media Manager to lead the charge for the social presence in Australia and New Zealand of one of our clients. You'll own the localised strategy and execution across key social platforms, manage content briefing & pipelines, building and engaging fan communities, and bringing our clients brand to life across the season, especially on game days. Our client is a global sporting team.

This role is ideal for a confident, agile digital storyteller who thrives in sport culture, is community-minded, and has a killer eye for content that cuts through. You should spend more time on social media than you're willing to admit.

Key Responsibilities

- **Social Strategy:** Develop and manage the Australia & NZ-specific social media plan in line with the clients global brand and campaign objectives.
- **Content Creation:** Work with SDA's creative team to concept and produce standout social content (video, graphics, copy) tailored to local fans.

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Website: sportdesignaus.com.au

- **Community Management:** Own day-to-day interaction and engagement across platforms, with timely, brand-aligned responses and fan service.
- **Game Day Activation:** Lead live coverage for our clients fixtures, adapting global content and producing localised content in real time.
- **Reporting & Insights:** Analyse performance metrics, optimise strategy and content formats, and provide regular reporting to stakeholders.
- **Stakeholder Liaison:** Act as the bridge between SDA, our clients' comms team, and other collaborators to ensure consistency and impact.
- **Content creator relationships:** Build genuine relationships with content creators who are fans of our clients brand.

You'll likely be a match if you

- Have 3+ years experience managing social media for a major sports brand, media organisation, or agency.
- You've got a deep understanding of the sporting landscape domestically and globally across the major leagues (e.g NRL, NBA, NFL, A Leagues, AFL)
- Have a strong grasp of sports fandom and what drives engagement across Instagram, TikTok, X.
- Possess excellent copywriting and visual storytelling skills.
- Are highly organised and calm under pressure, especially during live events.
- Are confident in using Adobe Creative Suite, Canva, and scheduling/reporting tools (e.g. Sprout, Later, or Meta Business Suite).
- Can work flexible hours, including weekends and game days.
- Have an understanding or passion for sport, with the ability to adapt to fast-paced clients and content
- Reflect SDA's values: entrepreneurial spirit, character you'd want to have a drink with, genuine kindness, versatility, and confidence in your abilities

How to apply

All resumes to be submitted via email - jobs@sportdesignaus.com.au

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