Candidate Information Pack

General Manager - Marketing, Content and Communications



About Brisbane Broncos

The Brisbane Broncos are a professional rugby league football Club. The organisation was founded in 1987, prior to the team's entry into the competition in 1988, as the first team outside of NSW. The Brisbane Broncos have built an iconic brand in Australian Sport and are the only publicly listed sporting franchise on the Australian Securities Exchange having grown from a total revenue of $29m in 2011 to a revenue of circa $80m in 2024.

The Club has delivered a lot of success over this time, winning seven Premiership titles in the NRL Men's competition and four Premiership titles in the NRL Women's competition. Our vision is to become a World Class Sporting Organisation and have one of the largest fan bases in Australian sport. The Broncos are committed to the long-term development of rugby league in Queensland and the delivery of world class community programs focused on making a positive impact on the next generation.

Our Culture

With our Values at our core, we are more than just a Football Club. We emulate Respect, Mateship, Resilience and Compete. Whether it's playing the game we love or being in our communities, being a Bronco means we are 100% committed to everything we do.

Our goals are simple; Win Premierships; Grow our Brand; and Make a Positive Impact.

The Brisbane Broncos have a responsibility to our community to uphold the strong Queensland spirit. We pride ourselves on connecting with our members, fans, partners and all other stakeholders to deliver results aligned with our vision to be a World Class Sporting Organisation.

We offer an excellent working culture which ignites performance, inclusiveness and joy, both on and off the field, providing a rewarding and dynamic workplace in a world class facility.

Our Purpose

To inspire and excite

Our Vision

To be a world-class sporting organisation

Our Goals

Win premierships
Grow our business and our brand
Make a positive impact

Brisbane Broncos Leadership Team



Dave Donaghy

Chief Executive Officer



Matt Friend

Chief Financial Officer



Dan Glass

Chief Commercial Officer



Kate Cullen

Chief of Staff & Strategy



Louise Lanigan

Company Secretary & Salary Cap Manager



Troy Thomson

Executive General Manager – Football



Nathan Baunach

General Manager - Community & Social Impact

Brisbane Broncos Board of Directors

- Karl Morris AO (Chairman)
- Darren Lockyer
- Neil Monaghan
- Vicki Wilson OAM
- Andrew Fraser
- David Asplin
- Michael Newell (Alternate Director)

Position summary for General Manager - Marketing, Content and Communications

Reports to	Chief Commercial Officer
Manager Once Removed	Chief Executive Officer
Department	Marketing, Content & Communications
Type of Position	Full time

Role Purpose

The General Manager – Marketing, Content & Communications is responsible for leading the Brisbane Broncos' integrated marketing, brand, content, media, communications and fan engagement strategy to strengthen the Club's brand, deepen connections with fans and drive commercial growth.

The role provides strategic leadership across marketing, brand and design, content production, football media, public relations, game day and events, ensuring these functions operate as a high-performing, integrated portfolio that enhances the Club's reputation, delivers exceptional fan experiences and supports its broader strategic objectives.

Key Work Outputs and Accountabilities

This role is accountable for the strategic direction, performance and integration of the Club's marketing, content, media, communications, brand and events functions, ensuring alignment with the Club's commercial priorities, values and long-term ambitions.

Marketing Strategy & Brand Growth

- Lead the development and oversee the implementation of the Club's integrated marketing strategy, aligned to Commercial and broader Club strategic objectives.
- Provide strategic direction and oversight of annual marketing planning and major campaigns across football, membership, ticketing, merchandise, partnerships and community.
- Drive accountability for brand growth, fan engagement, audience reach and commercial performance across the marketing portfolio.
- Champion the use of audience, customer and market insights to inform marketing priorities, strategic investment and decision-making.
- Identify and guide strategic opportunities to strengthen and expand the Broncos brand across new audiences, markets and channels.
- Oversee marketing budgets, resource allocation and investment performance, ensuring measurable brand and commercial value.

Key Work Outputs and Accountabilities cont.

Brand, Design & Engagement

- Provide strategic leadership and direction for the ongoing management and evolution of the Brisbane Broncos brand and visual identity.
- Establish and oversee brand standards and governance to ensure consistency, quality and integrity across all Club touchpoints.
- Lead and support the Brand & Design function, ensuring clear priorities, effective resourcing and high-quality creative outcomes.
- Set strategic priorities that strengthen fan connection, loyalty and advocacy.
- Oversee the consistency and quality of brand experiences across physical, digital and customer touchpoints.
- Ensure commercial opportunities are appropriately balanced with long-term brand equity and fan experience.

Content Production & Storytelling

- Set the strategic direction for the Club's integrated content approach across video, photography, editorial, social and emerging formats.
- Provide leadership and oversight of the Content Production function, ensuring clear priorities, standards, accountabilities and effective workflows.
- Guide the Club's storytelling priorities to ensure compelling and consistent representation of NRL, NRLW, Academy, Community and the broader Club.
- Drive accountability for audience growth, engagement and content effectiveness through innovation and audience-led strategies.
- Oversee collaboration with Digital and Data teams to evaluate content performance and inform ongoing strategic decisions.
- Identify and guide opportunities to leverage content assets for increased partner and commercial value, while maintaining brand integrity and fan experience.

Football Media, PR & Reputation

- Provide strategic leadership and oversight of Football Media, external public relations and media engagement across the Club.
- Establish and maintain strong senior-level relationships with Football leaders, players, coaches, the NRL, broadcasters and key media stakeholders.
- Oversee the planning, coordination and standards of media access, football announcements, press conferences and major Club communications.
- Provide senior strategic communications advice to executives, football leaders and other key stakeholders.
- Provide leadership and direction in the management of significant communications issues, incidents and reputational matters, ensuring appropriate escalation and response.
- Oversee the Club's crisis communications and issues management frameworks, ensuring clear protocols, accountabilities and proactive risk identification.
- Guide proactive media and public relations opportunities that strengthen the Broncos brand, profile and reputation.

Key Work Outputs and Accountabilities cont.

Game Day & Events

- Set the strategic vision and direction for Broncos home game experiences and the broader Club events portfolio.
- Oversee annual game day entertainment, fan engagement and events planning, ensuring alignment with brand, football and commercial priorities.
- Provide leadership and oversight of game presentation, entertainment, themed rounds, fan activations, launches, corporate events and major Club functions.
- Foster effective strategic relationships with Suncorp Stadium, the NRL, Football, Partnerships, Membership and other key stakeholders to support high-quality event outcomes.
- Oversee the integration of partner and commercial commitments across game day and events, maintaining a strong focus on the fan and customer experience.
- Drive accountability for the ongoing enhancement of game day and event experiences through fan insights, attendance data, performance evaluation and industry benchmarking.
- Ensure appropriate governance and oversight of safety, security, financial, operational and reputational risks across game day and event activities, working with relevant operational leaders.

Commercial & Cross-Club Integration

- Partner with the Chief Commercial Officer and Commercial leadership team to align marketing, brand, content and media strategies with the Club's revenue and growth objectives.
- Provide strategic leadership and oversight of cross-functional marketing support to Partnerships & Sales, Membership & Ticketing and Retail & Merchandise.
- Foster strong alignment with Football leadership to ensure marketing, content and media priorities support football objectives and Club reputation.
- Oversee strategic collaboration with Community & Social Impact to strengthen the visibility and impact of Club programs, outcomes and stories.
- Ensure appropriate governance and accountability for commercial commitments and partner obligations across marketing, content, game day and events.
- Identify and champion opportunities to leverage brand, content and audience assets to strengthen commercial performance and create new value.
- Promote an integrated, collaborative approach across departments to maximise organisational effectiveness and strategic outcomes.

Data, Digital & Performance

- Establish clear performance expectations and KPIs across marketing, brand, content, media, game day and events.
- Champion data-informed decision-making, ensuring audience, digital, campaign and commercial insights guide strategy and investment.
- Oversee the establishment of meaningful performance reporting and dashboards to monitor outcomes and inform executive decision-making.
- Foster a culture of performance accountability, innovation, evaluation and continuous improvement across the portfolio.
- Provide strategic direction for the adoption of AI, automation and emerging technologies to enhance productivity, effectiveness and audience engagement.
- Oversee the evaluation of marketing and brand investment to ensure effective resource allocation and measurable returns.

Key Work Outputs and Accountabilities cont.

Leadership & Team Development

- Lead and develop a high-performing, integrated Marketing, Content & Communications leadership team, with clear accountability for functional performance and outcomes.
- Provide strategic leadership across Marketing, Content Production, Brand & Design, Football Media, PR & Brand Engagement, and Game Day & Events.
- Establish clear functional responsibilities, decision-making authority and performance accountabilities, empowering leaders to take ownership of operational delivery.
- Foster a culture of creativity, accountability, collaboration, innovation and commercial awareness.
- Build leadership capability, talent development and succession depth through coaching, mentoring, feedback and professional development.
- Oversee workforce planning, resource allocation and prioritisation across the portfolio, ensuring sustainable performance during significant peaks in the football and events calendar.
- Set clear performance expectations and maintain effective operating rhythms to monitor progress, address risks and support delivery of strategic priorities.
- Actively contribute to the Club's leadership group, strategic planning and broader organisational initiatives, championing the Club's Purpose, Vision and Values.

Legislative Requirements

Compliance with:

- Workplace Health and Safety Act 2011.
- Workplace Health and Safety Regulations 2011.
- NRL rules and regulations.
- Brisbane Broncos Privacy Policy and the Privacy Act (1998).
- Working with Children (Risk Management and Screening) Act 2000.

Key Role Relationships

Internal Role Relationships

All Broncos departments, with key relationships including:

- CEO and Executive Leadership Team.
- NRL, NRLW and Academy Football Programs.
- Partnerships & Sales.
- Membership & Ticketing.
- Retail & Merchandise.
- Community & Social Impact.
- Digital & Data.
- People & Culture.
- Finance.

Key Role Relationships cont.

External Role Relationships

- NRL and associated media and commercial stakeholders, broadcasters and media rights partners.
- Television, radio, print, and digital media organisations; journalists; producers; and sporting media representatives.
- Creative, media and marketing agencies; Suncorp Stadium and venue partners; production and event suppliers.
- Existing corporate partners and sponsors.
- Players, player agents and football stakeholders, where appropriate. Government and community stakeholders.
- Fans, members and the broader public.

Qualifications, Experience, Knowledge & Skills

Qualifications

- Tertiary qualifications in Marketing, Communications, Media, Business or a related discipline are desirable.
- Relevant postgraduate qualifications or professional development in leadership, marketing, communications or commercial management will be highly regarded.

Experience

- Extensive senior leadership experience across marketing, media, brand, content, communications or related consumer-facing functions.
- Proven track record of leading high-profile brands and delivering measurable audience and commercial growth.
- Demonstrated experience developing and executing integrated marketing and brand strategies.
- Significant experience leading multidisciplinary teams across marketing, content, creative, media, PR, events or customer experience functions.
- Strong experience developing and delivering major integrated marketing campaigns.
- Demonstrated experience leading content strategy and production across multiple platforms.
- Significant experience managing media relationships and high-profile public relations activity.
- Demonstrated experience managing complex, sensitive or high-risk communications and reputation matters.
- Experience delivering major events, game day entertainment or large-scale customer experiences is highly regarded.
- Proven experience managing substantial budgets and resources.
- Experience working in highly visible, fast-paced environments with significant stakeholder expectations.
- Experience within sport, entertainment, media, major events or another high-profile consumer brand environment will be highly regarded.

Qualifications, Experience, Knowledge & Skills cont.

Knowledge & Skills

- Strong strategic marketing and brand leadership capability.
- Deep understanding of contemporary media, content, digital and audience trends.
- Strong creative judgement and ability to balance innovation, commercial objectives and brand consistency.
- Advanced communications, media relations and reputation management capability.
- Strong understanding of fan, customer and audience experience principles.
- Demonstrated ability to translate customer and audience insights into actionable strategy.
- Strong commercial acumen and understanding of the contribution marketing makes to revenue, brand value and enterprise growth.
- High-level stakeholder management, negotiation and influencing skills.
- Strong people leadership and team development capability.

Recruitment Process

How to apply

Applications can be made via www.seek.com, or by email to helen.cooper@uandu.com. To apply, we require your **resume and a one page cover letter** outlining how your skills and experience align to the position and what is required. These requirements are also outlined in our online advertisements.

The interview process

During this process the first-round interview will be with the executive recruitment team at u&u. If you are successful in being shortlisted for an interview for this position, you will proceed to a panel interview.

A tentative date has been held for the panel interviews, however this will be confirmed with shortlisted applicants closer to the date. We will also inform you of the panel members for that interview and the format of the discussion.

Contact Helen Cooper for more information



Helen Cooper
Senior Associate,
Marketing & Digital

0424 856 893
helen.cooper@uandu.com

Helen is a Senior Associate specialising in Marketing & Digital recruitment at u&u Recruitment Partners, bringing over 11 years of recruitment experience. Having spent nine years recruiting in Melbourne before relocating to Brisbane, she has developed an extensive network of marketing and communications professionals across Australia's east coast.

Helen's expertise spans a broad range of industries, with a focus on senior marketing leadership, brand strategy, media, digital marketing, content and customer engagement. This cross-industry experience provides Helen with valuable insight into how marketing functions are evolving and the leadership capabilities required to drive brand growth, commercial performance and organisational change.

Helen is actively involved in Brisbane's marketing community, building strong relationships with senior leaders through industry partnerships, networking events and her ongoing involvement with the Australian Marketing Institute (AMI). Her established networks across Brisbane, Melbourne and the broader east coast allow her to identify and engage both active and passive candidates, including those who may not be actively considering their next opportunity. For this assignment, Helen will bring her specialist marketing knowledge, extensive east coast network and targeted approach to identifying leaders who combine strategic marketing capability with strong media, communications and commercial experience.