Candidate Information Pack

Head of Football Media



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 Head of Football Media

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

Role Purpose

The Head of Football Media is responsible for leading the Brisbane Broncos' football media strategy and day-to-day media operations across the NRL and NRLW programs, ensuring the Club maintains strong, professional and trusted relationships with players, coaches, football staff, the NRL and general media organisations.

This role works closely with the Head of PR & Broadcast Media who leads the Broadcast Media requirements on match days.

The role acts as the key connection between Football and the Club's Marketing, Content & Media function, managing football media day to day access, football communications, player and coach media requirements and sensitive football matters, while identifying opportunities to positively tell the Club's football story and protect the reputation and performance environment of the Broncos.

Key Work Outputs and Accountabilities

The role is accountable for the effective management of football media across the Club, balancing media and stakeholder requirements with football performance, player wellbeing, brand and reputation.

Football Media Strategy & Operations

- Develop and execute the Club's football media strategy across the NRL and NRLW programs.
- Lead day-to-day football media operations, including interviews, press conferences, training access, match-day media and football announcements.
- Work closely with the Head of PR and Broadcast Media on game day's to deliver broadcast requirements, at Suncorp Stadium for Broncos Homes games and execute the delivery of broadcast obligations at designated Away games.
- Act as the primary liaison between Football, the NRL and external media organisations.
- Manage media requests and access to players, coaches and football staff in consultation with Football leadership.
- Ensure media activity is coordinated with training, travel, match preparation and broader football requirements.
- Maintain clear media protocols, processes and operating rhythms across the football programs.
- Ensure all NRL and Club media obligations are effectively planned and delivered.

Key Work Outputs and Accountabilities cont.

Media Relationships & Storytelling

- Build and maintain strong, professional relationships with journalists and key sporting media.
- Proactively identify positive football stories and opportunities that strengthen the Broncos brand and profile.
- Develop a strong understanding of the football program, players and key narratives to support accurate and compelling storytelling.
- Work closely with Content Production, Marketing and Digital teams to coordinate football stories across owned and earned channels.
- Support the promotion of both NRL and NRLW programs, players and achievements.
- Ensure external football narratives are appropriately aligned with broader Club messaging and brand strategy.
- Monitor the football media environment and identify emerging opportunities, issues and trends.

Player & Coach Media Management

- Provide trusted media advice and support to players, coaches and Football leaders.
- Prepare players and coaches for interviews, press conferences and significant media appearances.
- Coordinate media opportunities in a manner that protects player wellbeing and supports football performance.
- Provide media coaching and development to players and relevant Football staff.
- Support new players and staff to understand Club and NRL media expectations as part of their induction.
- Ensure media requirements are managed consistently and fairly across playing groups.
- Provide additional support to players and coaches during periods of heightened media interest or scrutiny.
- Leading and implementing media training for the players and staff as required.

Issues, Reputation & Crisis Management

- Provide advice to the General Manager – Marketing, Content & Communications and Football leadership on emerging football media and reputation issues.
- Lead the football media response to sensitive incidents, selection matters, injuries, player movements and other high-profile issues as appropriate.
- Develop clear messaging, briefing notes, Q&As and communication plans for significant football matters.
- Work closely with senior Club leaders, People & Culture, Integrity and other relevant stakeholders on complex or sensitive matters.
- Monitor media coverage and sentiment and escalate material reputation risks promptly.
- Maintain a high level of discretion and confidentiality in relation to sensitive football information.
- Ensure football communications are timely, accurate and appropriately coordinated during high-pressure situations.
- Work closely with the Head of PR & Broadcast Media on football issues affecting the wider club.

Key Work Outputs and Accountabilities cont.

Football Communications & Announcements

- Coordinate football-related announcements, including player signings, contract extensions, team news, appointments and other significant developments.
- Develop or oversee media releases, statements, briefing materials and football communications.
- Ensure appropriate sequencing and coordination of football announcements across media, digital, content and internal stakeholders.
- Work with Football leadership and relevant executives to ensure messages are accurate and appropriately approved.
- Coordinate embargoes, exclusives and strategic media opportunities where they support Club objectives.
- Ensure consistent messaging across NRL, NRLW and broader Club channels.

Match Day, Travel & Major Football Events

- Lead football media operations across Broncos match days, including coach and player media requirements.
- Coordinate media requirements for away travel, finals series, representative periods and major football events.
- Support media operations at training camps, launches, open training sessions and significant Club football activities.
- Work closely with the Head of PR & Broadcast Media to support Major NRL launches and broadcast requirements.
- Ensure accreditation, access and media protocols are effectively managed.
- Provide flexibility and responsiveness to changing football and media schedules.

Leadership & Continuous Improvement

- Establish high professional standards across football media operations and stakeholder engagement.
- Continuously review media processes and identify opportunities to improve efficiency, responsiveness and impact.
- Maintain strong awareness of evolving media trends, platforms and sporting communications practices.
- Develop effective succession, documentation and operating processes to reduce key-person dependency.
- Contribute positively to the broader Marketing, Content & Media leadership team and Club leadership environment.

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.

External Role Relationships

- Television, radio, print and digital media organisations Journalists, editors.
- NRL Media and Communications.
- Player agents and managers where appropriate.
- Stadium and venue media personnel.
- QRL and other rugby league stakeholders.
- External communications advisors where required.

Qualifications, Experience, Knowledge & Skills

Qualifications

- Tertiary qualification in Journalism, Communications, Media, Public Relations or a related discipline is desirable.
- Relevant professional development in media, communications, leadership or issues management will be highly regarded.

Experience

- Significant experience in sports media, journalism, communications, public relations or a comparable high-profile environment.
- Demonstrated experience managing media relationships within professional sport or another high-profile organisation.
- Proven experience working directly with senior leaders, coaches, athletes or high-profile individuals.
- Experience managing sensitive, high-pressure and reputation-critical media matters.
- Demonstrated experience preparing media statements, releases, key messages and executive briefing materials.
- Experience coordinating press conferences, interviews, announcements and major media events.
- Strong understanding of contemporary sporting media and the demands of a professional football environment.
- Experience within rugby league or another elite sporting environment will be highly regarded.
- People leadership or team management experience is desirable.

Qualifications, Experience, Knowledge & Skills cont.

Knowledge & Skills

- Exceptional media judgement and a strong understanding of the Australian sporting media landscape.
- Strong knowledge of rugby league and the professional sporting environment.
- Excellent written and verbal communication skills. Demonstrated ability to build trusted relationships with players, coaches, executives and journalists.
- Strong issues and reputation management capability.
- Ability to operate calmly and decisively in high-pressure and rapidly changing situations.
- Strong understanding of confidentiality, privacy and the sensitivities associated with elite athletes and football programs.
- Ability to identify compelling stories while exercising sound judgement regarding access and timing.
- Strong planning and organisational capability across complex football schedules.
- Excellent stakeholder management and influencing skills.
- High level of discretion, integrity and professional judgement.
- Ability to work collaboratively across Football, Commercial and corporate functions.
- Understanding of digital, social and evolving media channels.

Recruitment Process

How to apply

Applications can be made via www.seek.com, or by email to erica.brush@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 Erica Brush for more information



Erica Brush
Partner, Executive and Corporate Affairs

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erica.brush@uandu.com

Erica Brush leads the executive search engagement for this assignment, bringing close to two decades of specialist recruitment experience and deep personal networks in corporate affairs, government relations and executive leadership.

Erica is a Partner at u&u. Recruitment Partners, where she specialises in executive search across the public and private sectors - appointing senior leaders across a broad range of functions and industries. Her executive work is underpinned by a deep passion for and specialism in corporate affairs, advocacy and stakeholder strategy.

Erica is the Founder and Co-Organiser of the Brisbane Corporate Affairs Network, which she established in 2019 to grow the corporate affairs profession in Queensland and build a genuine community of practice among senior practitioners - a role that has placed her at the centre of the government relations and corporate affairs landscape in Queensland for close to a decade.

Erica holds a Bachelor of Human Resources and Employment Relations and a Graduate Certificate in Career Education and Development. She is known among clients as a trusted market intelligence advisor and among candidates as a reliable, discreet confidant - qualities that are essential in executive search where discretion, credibility and genuine market access are invaluable.