



Sydney Swans Social Media Specialist

WHY CHOOSE THE SWANS?

- A club with a legacy and real momentum (on field, off field, and in culture)
- High Performance Culture – clear standards, real feedback and a team that keeps lifting
- Work that matters – you'll help shape how fans experience the Swans, every day
- Flexible, inclusive ways of working so you can do your best work
- Based at our [state-of-the-art facility](#)

Born from hard work, grit and a relentless drive to win, the Swans have 151 years behind us – and we're building what's next. We share the journey, celebrate the wins, and keep raising the bar as one of Australia's leading sporting clubs.

Choose a career with the Sydney Swans, to join a team that shows up in the big moments and supports each other every day. Guided by Respect, Courage and Curiosity, you'll contribute to work that matters and be part of something bigger.

We are committed to a supportive, inclusive workplace where people feel connected to our club and to each other. We encourage applications from candidates of all backgrounds.

THE PERKS

- Wellbeing support to keep you at your best – including gym access
- Perks and discounts via our Corporate Partners
- Professional development support tailored to your goals
- Club memberships to share match days with friends and family

THE OPPORTUNITY

Make the Sydney Swans impossible to scroll past. You'll grow our social presence by turning club moments into scroll-stopping content, building bingeable series, and shaping how fans discover, talk about and connect with the Swans across every platform. You'll create content made for each channel, stay on the pulse, and deliver real fan and commercial impact – all with a modern, edgy and unmistakably Swans feel.

Key responsibilities include:

- Develop and drive strategy and performance across all social platforms
- Grow reach, engagement and relevance with new and existing audiences
- Develop repeatable content formats and series tailored to each platform
- Ensure content reflects a modern, edgy and distinct Swans identity
- Track and analyse content performance across platforms
- Use insights to refine formats, cadence and approach
- Support major campaigns, match-day moments and club initiatives
- Ensure social content aligns with broader storytelling and brand direction

SYDNEY SWANS LIMITED

ROYAL HALL OF INDUSTRIES, 1 DRIVER AVENUE, MOORE PARK, NSW 2021
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PRINCIPAL PARTNER



WHAT WE'RE LOOKING FOR

- Tertiary qualifications in journalism, media, communications or similar
- Strong editorial judgement, writing and content creation skills
- Strong understanding of cultural trends and relevance as it relates to brands and audience
- Experience crafting content for social media
- Ability to work in a fast-paced and collaborative environment
- A team player with a fearless can-do attitude

Due to the nature of the industry, the ideal candidate must be flexible in their availability as extended hours, and weekend work will be required for this role.

TO APPLY

To be considered for this role please submit a one-page cover letter that addresses:

- Why you are the ideal person for the role
- Why you want to join our team

Send the cover letter along with a copy of your CV to - hr@sydneyswans.com.au

Applications should be a maximum of four pages, including cover letter, and less than 5MB in size.

Applications close 31 May 2026

As we expect a high level of interest in the role, only those applicants short listed will be contacted.

The Sydney Swans do not accept applications from recruitment agencies.

Sydney Swans is an equal opportunity employer and child safe organisation committed to ensuring the safety, wellbeing and inclusion of all children and young people. All staff are required to hold a Working with Children Check.

Aboriginal and Torres Strait Islander candidates are encouraged to apply.

Applicants must be legally entitled to work in Australia.