



MEDIA & PUBLIC RELATIONS MANAGER (SYDNEY BASED)

About the Netball World Cup Sydney 2027

Brace Yourself for an unforgettable opportunity to be part of the world's premier netball event. In 2027, Sydney will host the Netball World Cup, uniting 16 of the top international teams for 12 days of elite competition and global celebration. As we mark Netball Australia's centenary, we're building a tournament that champions inclusion, empowerment, and innovation—on and off the court.

About You

We are seeking an experienced Media & Public Relations Lead to shape and deliver a high-impact media and public relations program for the Netball World Cup Sydney 2027 (NWC2027). This is a senior role responsible for building the tournament's public profile, protecting its reputation and working closely with the CEO and executive leadership on all media matters.

You are a strategic and confident media professional with strong crisis communications experience, and the ability to operate calmly in a high-profile environment. Experience in major events, sport or large-scale campaigns will be highly regarded.

You are a collaborative and solutions-focused team player with strong strategic thinking, attention to detail, and a high levels of integrity in representing the Netball World Cup Sydney 2027.

More detailed areas of responsibilities:

Media Relations & Strategy

- Develop and deliver a comprehensive Media & PR strategy aligned to NWC2027 objectives
- Build and maintain strong relationships with national and international media
- Manage all media enquiries, interviews, briefings and spokesperson preparation
- Proactively pitch stories to secure strong earned media coverage
- Monitor media trends and identify opportunities to elevate visibility
- Provide strategic media advice and direct support to the CEO and official spokespeople

PR, Communications & Issues Management

- Draft high-quality media releases, alerts, key messages, Q&As and talking points
- Lead crisis and issues communications with timely, accurate responses
- Prepare communications materials for announcements, campaigns and milestones
- Deliver media and presentation coaching to internal spokespeople
- Lead media and influencer strategy in partnership with the Digital Marketing Manager

Media Operations & Events

- Plan and deliver media operations for key events, including accreditation, press conferences and media centres
- Oversee broadcast requirements, media access and mixed zones (where relevant)
- Manage delivery of media guides, press kits and briefing materials
- Contribute to scoping and planning media operations for NWC2027 tournament delivery

Content, Stakeholders & Reporting

- Collaborate with digital, social and marketing teams to amplify PR activity



- Ensure consistent messaging across all channels
- Work closely with partners, agencies, sponsors, government and sporting bodies
- Monitor coverage, sentiment and emerging risks
- Report on media performance, KPIs and campaign effectiveness to inform strategy

What you will bring

- Tertiary qualifications in Communications, Public Relations, Journalism or a related field.
- 8+ years' experience in media, PR or corporate communications, preferably in sport, major events, entertainment, or high-profile organisations.
- Proven experience developing and executing media strategies that deliver measurable impact.
- Demonstrated crisis and issues-management expertise.
- Exceptional written and verbal communication skills.
- Strong media judgment with established media networks.
- Ability to craft compelling narratives and deliver concise key messages.
- High-level organisational and event-planning skills.
- Strong stakeholder management and relationship-building capability.
- Ability to work under pressure, manage multiple deadlines, and respond quickly to emerging issues.
- Experience managing media operations at events (highly desirable).

Applications open now

- Join us and play a key role in delivering a world-class global sporting event.
- Working with Children Check and National Police Clearance required.

Why Join Us?

You will be part of a collaborative, values-led Local Organising Committee delivering a world-class sporting event that celebrates athletes, communities and fans across the globe. You will work alongside an enthusiastic, inclusive and high-performing team, while helping inspire the next generation of netball fans and players.

Netball Australia and the NWC2027 LOC are proud to be an inclusive, diverse and values led employer. We encourage applications from people of all backgrounds.

Additional Information

Reporting into the Senior Manager - Marketing and Communications, this full-time role will be based at Sydney Olympic Park, on a fixed-term basis through to September 2027. Given the unique nature of the sports industry, and the domestic & global reach of our organisation, travelling and working outside of Netball HQ and traditional office hours may be required from time to time. Our teams work flexibly, and we encourage the successful applicant to discuss flexible working options with their new Manager.

We reserve the right to shortlist and interview suitable candidates as they are identified, so if this sounds like you, and we hope it does – please don't delay your application. We do not take for granted the high volume of applications we receive, but please be aware this means we are only able to contact shortlisted candidates. Our recruitment process consists of a phone screening, two rounds of interviews, (virtual and in person) along with professional reference checks, and we'll be here to guide you through the entire process!