



Tell the Stories That Move Millions – Join the AOC as Head of Content!

Are you ready to lead the storytelling journey to Brisbane 2032 and beyond?

The Australian Olympic Committee (AOC) is seeking to appoint a Head of Content to develop and implement a strategic, athlete-focused content vision. This newly created position will be responsible for developing and executing a comprehensive content strategy aligned with the AOC's media and communications goals through multiple upcoming Olympic Games and beyond. The role will involve managing a team of content creators and agencies to engage audiences, stakeholders, and sponsors through athlete-led storytelling and multi-channel content delivery.

This is a Permanent, Full-Time role based in our Sydney office.

What you'll do:

- Design and execute a multi-year content strategy through Milano-Cortina 2026, LA 2028, French Alps 2030, and Brisbane 2032
- Lead ideation, creation, and delivery of compelling content across all platforms
- Drive ROI for sponsors and stakeholders through strategic campaigns and storytelling
- Celebrate Olympic history with engaging features, profiles, and multimedia content
- Build strong relationships with Olympians, media, sponsors, and creators
- Oversee paid social campaigns and performance reporting to optimise reach and impact
- [Full Position Description available here](#)

What we're looking for:

- A media-savvy leader with 8+ years' experience in content strategy
- Elite sport knowledge
- Demonstrated experience working with various content formats and digital platforms, including website CMS, social media management tools, paid social channels, and tools for digital reporting and design.
- Skilled in writing features, profiles, media releases, stakeholder briefs, as well as providing proofreading services
- A passion for the Olympic Movement.

Applications:

We are an inclusive organisation that values our staff and aims to create a sense of belonging for all. If you are passionate about sports and ready to shape the voice of Australia's Olympic future, apply now and be part of something extraordinary.

Submit your resume and a cover letter outlining your suitability for the role via the link: [AOC Application form.](#)

Every application will be reviewed by the People and Culture team. It may take a few weeks; however, all candidates will receive notification of the outcome of their application.

Applications will close on 19 September 2025.

The AOC is an equal opportunity employer and welcomes and encourages applications from Aboriginal and Torres Strait Islander people, women, LGBTI+ community, mature workers, people with disabilities and people from diverse cultural and other backgrounds.