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| **Job Description & Person Specification** |

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| **Position Details** |
| **Position:** Club Journalist | **Department:** Media | **Reporting To**: Head of Media |
| **Overall Objective**: To take the lead on the implementation of the Club’s written output, working with both internal departments and external companies. To assist with the long term development of the Club’s written strategy across all of its digital channels as well as printed output across the Club.  |
| **Job Description** |
| **Main Duties*** Take a leading role in the development of the Club's written output.
* Take a leading role in the editorial process of the Club’s matchday programme.
* Responsible for interviewing Manager, players, Club staff and fans for use on iFollow Shrews, website and programme.
* Take an active role in creating engaging written work for the Club’s website and programme.

**Key Tasks*** Interview Manager and player in pre-match press conferences.
* Responsible for maintaining and developing the Club’s website.
* Programme editor for the Club’s matchday programme.
* Be at the forefront of researching and creating engaging written pieces for the Club’s website throughout the week.
* Work closely with an external party with the production of the matchday programme
* Work with the commercial department to ensure partner agreements are adhered to on the Club website and matchday programme.
* Assist with ensuring the Club’s identity is kept throughout all departments in it’s written output, such as but not limited to our Academy, Women’s Team and Shrewsbury Town in the Community.
* Assist with the day to day running and supervision of the media team.
* Ad-hoc duties.

**Must Include*** The Employee must at all times carry out his/her responsibilities with due regard to the Club values and policies and procedures, in particular Health & Safety, Equality and Diversity, Confidentiality and with regard to the Data Protection Act.

The above Job Description is not intended to be exhaustive, the duties and responsibilities may therefore vary over time according to the changing needs of the Club. |
| **Person Specification** |
| EssentialDemonstrates honesty, integrity, reliability and the ability to ensure confidentiality at all times.Friendly, well organized with the ability to multi-task and perform well under pressure.Possess strong time management skills and have a flexible approach to work.Communication: Able to communicate to the highest level, listens, interprets and conveys information in a clear and accurate manner, provides timely delivery of information and selects the most appropriate method of communication.* Teamwork: Works within a team environment, co-operates with others, considers the needs of others and helps others to achieve objectives.
* Taking ownership: Ability to work autonomously on own initiative, pro-active in managing one’s own time, building an understanding of the internal and external environment in order to deliver work in a highly effective and professional manner.
* Resilience and the ability to maintain professionalism and a calm demeanor at all times.
* Experienced interviewer for press conferences and the Club’s media output.
* Strong writing ability for club website and programme.
* Excellent IT skills.
* Experience working with CMS.
* Able to work to tight deadlines.
* To adhere and communicate the Club’s brand values to stakeholders whenever the opportunity arises.
* A commitment to continuing professional development.
* Experience of liaising with key partners, as well as internal departments.

**Desirable*** Degree related in Journalism.
* Knowledge and passion for football.
* Experience of using Social Networking on behalf of a business/club, including Facebook, Instagram, Twitter, YouTube and TikTok.
* One year’s experience in the football industry.
* Ability to travel across multiple sites.
* Flexibility approach to long distance work based travel.
* Match day work including weeknights and weekends.
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| **Role Requirements**  |
| * To ensure that the Club’s Safe-guarding and Vulnerable Adults policies and procedures are adhered to at all times.
* To adhere and communicate the Club’s brand values to stakeholders whenever the opportunity arises.
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| *Shrewsbury Town Football Club is an equal opportunities employer and is committed to provide equality and fairness for all employees. Shrewsbury Town Football Club opposes all forms of unlawful and unfair discrimination.* Employee Signature Date . Manager Signature Date . |