JOB DESCRIPTION

**Job Title:** HEAD OF MEDIA **Department:** MEDIA

**Reports To:** CEO

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| **SUMMARY OF JOB ROLE**  |

Responsible for the Club’s media strategy, manage press relationships and producing content for the Club’s official website and various social media channels. You will also lead on the production of the Club’s Matchday programme as well as the I-Follow streaming service, amongst more.

This role will require attendance at all of the Club’s home and away matches where they will lead the Club’s match-day output and press management. You must be willing to work unsociable hours.

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| **PRINCIPAL RESPONSIBILITIES & ACCOUNTABILITIES**  |

* Lead on all media output. Plan, produce and deliver content across all platforms, including www.shrewsburytown.com, EFL I-Follow and social media channels.
* Manage the Club’s relationships with press, ensuring a proactive and positive presence in the media for Club staff and players.
* Follow the Club’s strategy to actively engage with all stakeholders across all available and suitable platforms.
* Lead on Club communication to media, supporters and staff, especially in reactive situations.
* Ensure the website is regularly updated with informative and engaging content and that all the pages are regularly kept up to date.
* Develop an in-depth understanding of the performance of the Club’s digital channels, leading the department to drive optimisation and improvement.
* Lead on production of the Club’s popular Matchday programme, editing content, managing designers & printers and ensuring the Club are maximising revenue.
* Manage the Club’s I-Follow streaming service, ensuring the production quality remains high and ensuring it is proactively advertised.
* Work alongside the Club’s commercial and marketing departments to make sure the Club are driving matchday and non-matchday revenue.
* Manage budgets across the department.
* Work alongside marketing and retail teams to ensure timely updating and freshness of Club’s retail website.
* Ensure the timely release of content to meet deadlines and requirements of various Club departments.
* Continue to develop the Club’s brand position and ethos.
* Line-management of the Club’s Reporter and Videographer/Graphics, making sure that tasks and responsibilities are suitably delegated.
* Manage a number of key match-day personnel, including a small intern team, Club photographer, Scoreboard and PA announcer.
* Perform other duties as required, which are considered relevant to the post and the objectives of the Club or as specified by the Club’s CEO.

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| **SAFEGUARDING** |

You are required to understand and adhere to personal responsibilities under the Club’s safeguarding policy, procedures and externally issued guidelines.

Ensure safeguarding policies are understood and adhered too

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| **COMPLIANCE** |

Ensure yourself and others conduct themselves in a manner that adheres to, complies with and supports the Club’s policies and procedures in accordance with but not exclusive to Health and Safety, the Premier League and Football Association

Adhere to the Club Codes of Conduct at all times

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| **EQUALITY** |

Shrewsbury Town Football Club is an equal opportunities employer and as such you will be required to support a culture, through behaviours, words and actions, that demonstrates that STFC’s workforce supports a commitment to the equality of opportunity, diversity and inclusion.

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| **PERSONAL SPECIFICATION**  |
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| **Skills/Qualifications/Experience** |  **Essential** | **Desirable** |
| Two years previous experience in a professional media environment. | Yes |  |
| Experience within the football industry environment. |  | Yes |
| Excellent written and verbal communication skills. | Yes |  |
| Exceptional attention to detail. | Yes |  |
| Enhanced DBS Check | Yes |  |
| Thorough knowledge of different social media platforms. | Yes |  |
| Ability to work to tight deadlines, under pressure, in a fast-paced environment. | Yes |  |
| Ability to work as part of a highly-driven and commercially aware team. | Yes |  |
| An enthusiastic and friendly personality, with an ability to build up connections with various members of the community.  | Yes |  |
| Excellent organisation skills. | Yes |  |
| Experience with the Adobe Suite. | Yes |  |
| A full UK driving license and access to a car. | Yes |  |
| Must be willing to work unsociable hours | Yes |  |