



JOB DESCRIPTION

Job Title: GRAPHIC DESIGNER & MEDIA EXECUTIVE

Department: MEDIA

Reports To: HEAD OF MEDIA

SUMMARY OF JOB ROLE

Assist the Head of Media with the club's media strategy, managing press relationships and producing content for the club's official website and various social media channels with a focus on TikTok. The right candidate will need to have excellent videography skills and be comfortable working with both Adobe Photoshop and Adobe Premiere Pro. This role requires attendance at all home and away matches where you will help lead the club's matchday output. You must be willing to work unsociable hours and take on ad hoc duties as and when required.

PRINCIPAL RESPONSIBILITIES & ACCOUNTABILITIES

- Assist on all media output. Plan, produce and deliver content across all platforms, including www.shrewsburytown.com, EFL i-Follow and social media channels.
- Assist with 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.
- Assist 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.
- Assist with 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.
- 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.
- Produce club branded graphics as required across all departments
- Produce and edit video footage as required across all departments
- Manage and produce content for the club's TikTok account.
- 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.

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 to.

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.

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.

PERSONAL SPECIFICATION

Skills/Qualifications/Experience	Essential	Desirable
Qualification and experience in graphic design and videography as well as editing of both.	Yes	
Experience within the football industry environment.		Yes
Excellent written and verbal communication skills.	Yes	
Exceptional attention to detail.	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	
Strong Adobe Photoshop and Premiere Pro skills.	Yes	
A full UK driving license and access to a car.		Yes
Must be willing to work unsociable hours.	Yes	