

Job Description

Post Title

Video Content Producer

Department/Location

Marketing and Communications

Reports to

HTTV and Video Manager

Purpose of the Role

Reporting to the HTTV and Video Manager, the Video Content Producer will provide and implement industry-leading content for Huddersfield Town's communication platforms, including the website and social media channels.

Functional Links

Internal:

Marketing and Communications Director
Marketing and Communications team
Chairman and Directors
All Club and Foundation staff and managers

External:

Members of the media
Former Club personnel e.g. players, managers
Content and video equivalents at other clubs
Social media companies
Club Partners
Supporters

Key Performance Indicators

- To consistently produce a high standard of content and videos for the Club's communications channels.
- To help maintain and improve the Club's engagement rate on social media.
- To produce statistics to demonstrate engagement levels and impact of the Club's video and other content.

Role Specific Responsibilities

The post holder will be required to:

- Create bespoke content for the Club's YouTube channel HTTV and iFollow HTAFC.
- Develop comprehensive understanding of social media and how video is used across platforms.
- Develop the Huddersfield Town Instagram and create unique content for the match day social media output.
- Assist the Club with video production and social media content on match days.



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- Keep fans informed and help deliver important PR messages to the fanbase.
- Create short-form video content for the Club's social media channels, primarily Twitter, Facebook, and TikTok.
- Work closely with other departments to produce bespoke video content to publicise and promote ongoing work and initiatives.
- Work with the HTTV and Video Manager to produce video that engages and activates Club partners and advertisers.

The post holder will also be required to undertake any other duties as required by the Marketing and Communications Director, the HTTV and Video Manager, and/or any other Senior Manager/Director.

Behaviour/Conduct

The post holder will be required to:

- Be proactive with workload and interventions.
- Seek to continually develop their skills and knowledge.
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role.
- Communicate appropriately at all levels.
- Be flexible in hours of work.
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics.
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2018.
- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others.
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people.
- Respect others and behave in an inclusive and non-discriminatory manner, taking account of all protected characteristics as specified in the Equality Act 2010.

Additional Information

Safeguarding:

Huddersfield Town Association Football Club (HTAFC) Ltd. and the Huddersfield Town Foundation are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.

Equality, Diversity, and Inclusion

Huddersfield Town AFC and the Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and Foundation and to be able to achieve their full potential.

We have a zero-tolerance approach to any form of discrimination, and we are committed to the redress of any inequalities by taking positive action where appropriate. All employees are required to always support and uphold this zero-tolerance approach.

Accepted by:

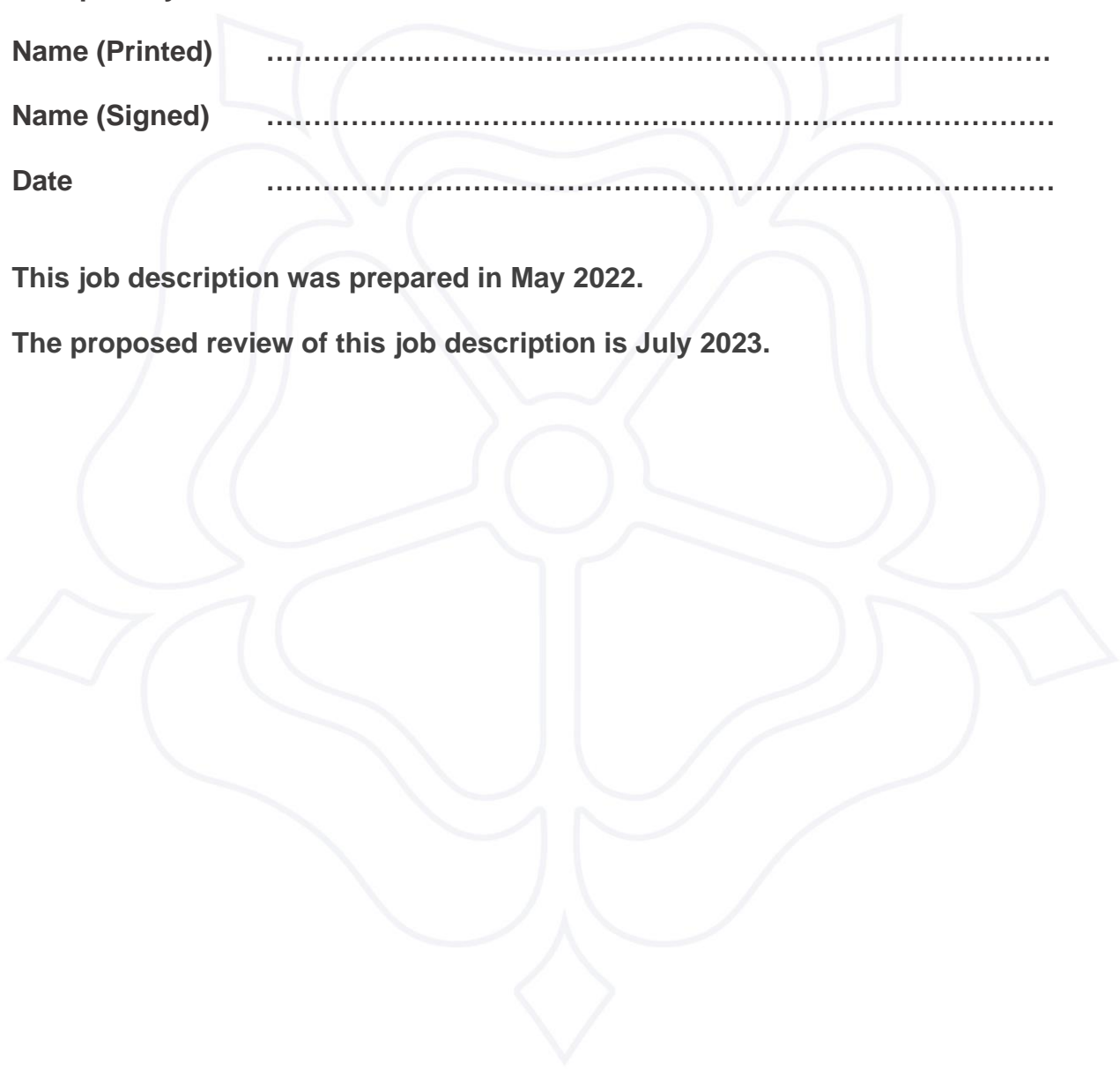
Name (Printed)

Name (Signed)

Date

This job description was prepared in May 2022.

The proposed review of this job description is July 2023.



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Person Specification

Post Title

Video Content Producer



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Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> Experience of filming and editing to a high standard of final production. 	<ul style="list-style-type: none"> Previous experience in a similar role. Previous experience of working in a football/sporting environment.
Qualifications	<ul style="list-style-type: none"> A good standard of general education at Level 2 (GCSE or equivalent) or higher. 	<ul style="list-style-type: none"> Marketing/communications qualification. Photography or videography qualification.
Specific Skills and Knowledge	<ul style="list-style-type: none"> Excellent IT skills including a good level of knowledge of how to use the Adobe Creative Suite. Familiar with shooting with a Panasonic GH5 or equivalent. A proven ability to work under pressure and to tight deadlines, including the ability to manage multiple projects simultaneously. Able to work as a member of a team and to team-related goals and initiatives. Able to work unsupervised, using initiative to take on responsibility and proactively problem-solve. Proven planning and organisational skills. 	<ul style="list-style-type: none"> Knowledge of the football industry and working knowledge of Huddersfield Town AFC. Understanding of Data Protection legislation, including GDPR.
Additional Requirements	<ul style="list-style-type: none"> Enthusiastic and open-minded approach to work. Adaptable and creative, with the ability to contribute ideas and develop projects. 	<ul style="list-style-type: none"> Full driving licence and the use of a vehicle, and/or the ability to travel to a range of locations using other means of transport.



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Area of Expertise	Essential	Desirable
Additional Requirements	<ul style="list-style-type: none">• Professional and articulate, both in terms of communication and appearance.• Flexible approach to work and working hours, to fulfil the requirements of the role.• Committed to equality and diversity initiatives and inclusive practice.• Suitable to work with children and vulnerable adults.	

