



Job Description

Post Title

Content and Media Relations Executive

Department/Location

Marketing and Communications

Reports to

Content Manager

Purpose of the Role

The Content and Media Relations Executive will take a key role in creating engaging content for the Club's fanbase, as well as other audiences when appropriate; this includes idea generation, as well as execution in several formats including, but not limited to, written, audio and video content.

The post holder will also manage the day-to-day relationship with members of the media, providing the first port of call for external media enquiries. The post holder will also be required to be proactive in engaging the media with information and news from the Club.

Functional Links

Internal: Head of Marketing and Communications
Marketing and Communications team
Chairman
Club CEO and Directors
All Club personnel

External: Members of the media
Former Club personnel e.g. players, managers
Media equivalents at other clubs
Club Partners
Supporters





Key Performance Indicators

- To consistently produce a high standard of work for the Club's communications channels;
- To get more eyes on Commercial and Town Foundation news stories through internal and external channels;
- To help maintain the Club's engagement rate on social media; top 10 in the Sky Bet Championship;
- To send a monthly newsletter to the Club's internal stakeholders; and,
- To organise the Club's press conferences and meet the media regulations for all competitions.

Role Specific Responsibilities

The post holder will be required to:

- Create bespoke content for the Club's official communication channels including, but not limited to, htafc.com, social media and the match day programme;
- Assist with the preparation for the Club's match day programme including planning, producing copy and proofreading;
- Utilise all methods of social media to improve the Club's output and to explore new and innovative ways in which to engage supporters;
- Work closely with other departments, such as The Huddersfield Town Foundation (the Club's registered charity) and the Commercial department, to produce bespoke website and social media content;
- Produce 'best in class' content ideas for the Club's communication channels;
- Assist with and conduct interviews with First Team and Academy players/staff;
- Keep supporters informed through well-researched and detailed PR messages;
- Support the Content Manager with any tasks set;
- Manage relationships with the press and media to maintain and develop the Club's positive coverage in external outlets;

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- Organise and implement the Club's regular press conference scheduling, working alongside the Player Liaison/First Team Operations department; and,
 - Work with the Head of Communications to brief and educate HTAFC members of staff (including, but not limited to, playing staff) on key strategic information on the Club for interview purposes.

The post holder will also be required to undertake any other duties as required by the Head of Marketing and Communications, the Content 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 1998 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; and,
- Be respectful of others at all times and to behave in a 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. is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post holder will be required to undergo Safeguarding Training periodically, to be agreed with the Head of Safeguarding.

Equality, Diversity and Inclusion

HTAFC and The Huddersfield Town Foundation are diverse environments in which all characteristics under the Equality Act 2010 are respected; we want everyone to feel valued and included within the Club and to be able to achieve their full potential. HTAFC and The Huddersfield Town Foundation have a zero-tolerance approach to any form of discrimination and commit themselves to the redress of any inequalities by taking positive action where appropriate.

Accepted by:

Name (Printed)

Name (Signed)

Date

This Job Description was prepared in September 2019.

The proposed review of this Job Description is September 2020.

Person Specification

Post Title

Content and Media Relations Executive

Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Previous experience in a similar role. 	<ul style="list-style-type: none"> • Previous experience of working in a football/sporting environment.
Qualifications	<ul style="list-style-type: none"> • A degree or equivalent in a relevant discipline. 	<ul style="list-style-type: none"> • Marketing/communications qualification.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • Excellent IT skills including experience of using IT systems and navigating social media platforms. • Knowledge of the industry and a working knowledge of Huddersfield Town AFC. • A proven ability to work under pressure and to tight deadlines, including the ability to manage multiple projects simultaneously. • Driven, committed and tenacious. • Enthusiastic and open-minded approach to work. • 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"> • Understanding of Data Protection legislation, including GDPR.

Area of Expertise	Essential	Desirable
Additional Requirements	<ul style="list-style-type: none"> • Adaptable and creative, with the ability to contribute ideas and develop projects. • 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 anti-discriminatory practice. • Suitable to work with children and vulnerable adults. 	<ul style="list-style-type: none"> • Full driving licence and the use of a vehicle, and/or the ability to travel throughout Kirklees using public transport.