



FOUNDATION

The Club's Official Charity

Job Description

Job Title:	Media & Communications Officer
Reports to:	Head of Business Operations & Events & Fundraising Officer
Contract Term:	Permanent – 37.5 hours per week.
Salary:	£25,000 per annum

Job Purpose

Responsible for planning and executing media, marketing and communication strategies that promote the Foundation's programs and initiatives, raise awareness of the Foundation's brand and increase engagement with its stakeholders.

Key Duties

- Develop and execute comprehensive marketing and communication plans to promote the Foundation's programmes and initiatives.
- Create content for social media, website and other digital platforms that engage audiences and promote the Foundations mission.
- Manage the Foundation's social media accounts and online presence, including monitoring engagement and responding to comments and messages.
- Design and produce promotional materials, such as flyers, posters and brochures.
- Develop and maintain relationships with local media outlets to secure coverage of the Foundation's events and activities.
- Monitor and report on the effectiveness of marketing and communication strategies, using data and analytics to optimize future efforts.
- Work collaboratively with other departments, Shrewsbury Town FC and fellow staff members and external partners to ensure consistency of messaging and branding.
- Manage the Foundation's database and mailing lists, ensuring accurate and up-to-date information, ensuring that all images have agreed photo consent.
- Stay up-to-date with industry trends and best practices in media, marketing and communications.
- A commitment to Foundation core values.
- A commitment and adherence to Foundation policies and procedures, including safeguarding and EDI.
- Any other duties deemed appropriate by the line manager or SMT.



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Person Specification			
Education/Qualifications	Essential	Desirable	Measured
Bachelors degree on Communications or Marketing (Comms, PR, Journalism) or comparable industry qualification in marketing, communications, graphic design or another related field	✓		Application
Knowledge and Experience			
Experience with social media management and content creation	✓		Application/interview
Knowledge of Adobe Creative Suite and/or other design software	✓		Application/interview
Media relations knowledge and skills or experience of project management	✓		Application/interview
Experience of writing news content for a website	✓		Application/interview
Understanding of safeguarding and health and safety		✓	Application/interview
Commitment to development and willingness to undertake training where necessary	✓		Application/interview
Skills and abilities			
Excellent communication and interpersonal skills and the ability to effectively communicate with a range of people at all levels	✓		Application/interview
Able to work in both a team and independently	✓		Application/interview
Attention to detail, creativity and a high-level accuracy	✓		Application/interview
Strong organisational skills with the ability to multitask and prioritise effectively	✓		Application/interview
Ability to work efficiently on own initiative and maintain a high standard of work	✓		Application/interview
Excellent planning and organisational skills	✓		Application/interview
Advanced IT skills to include Microsoft Office products	✓		Application/interview



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Personal			
Current DBS	✓		Pre-employment checks
A flexible attitude to working and willing to work evenings and weekends including matchdays	✓		Application/reference
Hold a valid driving licence and have access to own transport and business use insurance cover	✓		Application