



JOB ADVERT – Head of Media & Communications

Morecambe FC is seeking to appoint an enthusiastic, creative and dedicated Head of Media & Communications as the Club begins its first season in EFL League One.

We're on the search for a dynamic Media & Communications professional to join at an incredibly exciting time in the Club's history. The successful candidate will be joining a developing and ambitious club that can offer the right candidate a hugely diverse and rewarding role.

You'll be responsible for the development and improvement of the Club's branding, content and reputation across multiple platforms, meaning no two days will be the same!

You will be involved with a variety of people, teams and functions within the Club, looking at the various ways that you can affect, drive and improve our output, communication and creative material.

This role will be permanent and full time, 38 hours per week, based at The Mazuma Stadium, Morecambe – and the successful candidate will be required to cover all Morecambe FC men's first team fixtures, both home and away.

Opportunities for continued professional development will be provided for the successful candidate.

Summary:

Term: Permanent

Salary: Dependent on experience

Closing date: 19th July 2021

Interviews: 21st – 23rd July 2021

To apply: please refer to the Role Description and email a completed application form, along with a copy of your CV and cover letter to bensadler@morecambefc.com

Please also include details of your salary expectations for the role.

Please note – should we receive applications without a completed application form, these will be returned and not considered until the application form is received.

Please also note that all suitable candidates will be subject to satisfactory references and enhanced DBS procedures.

Morecambe FC - Head of Media & Communications	
Department	Media & Communications
Line Manager	General Manager
Contract	Full time – 38 hours per week, permanent
Full Terms of employment	To be discussed upon successful application
Hours of work	Office hours are Monday to Friday 9.00am – 5.00pm. The post hold is to expect regular weekends & unsocial hours as part of an irregular working pattern, in line with Men's First Team fixtures
Remuneration	Dependent on experience
Holiday entitlement	To be discussed upon successful application
Key internal relationships	General Manager, First Team Manager, Academy Manager, Board of Directors, Operations Manager, Commercial Manager, Ticketing & Retail Manager
Purpose of the role	To manage, improve and develop the Club's media department. You will create, implement and deliver an effective media strategy whilst regularly interacting with the external media and adhere to any league guidelines surrounding media and communications. You will also manage and develop a committed and talented media team to promote an outstanding department.
Main Roles & Responsibilities	<ul style="list-style-type: none"> • Create, lead and deliver the Club's Media & Communication strategy, ensuring all club content falls in line with this and our brand guidelines • Developing and implementing media relations strategies. • Daily contact with management, players and senior club staff, dealing with a variety of issues, requests and media diary management. • Work closely with other departments to ensure all areas of the club are represented and promoted both internally and externally. • Proactive planning and delivery of media & marketing activity for both the Club's playing and non-playing activities, in order to raise awareness, drive business and enhance reputation. • Utilising traditional tools (networking etc) as well as new tools (social media, twitter, blogs etc) in order to maximise media coverage and awareness. • Maintaining monthly marketing calendar of upcoming events

- Manage and develop the Club's media & communications teams
- Provide updates to senior management on progress and key events
- Drive our direct email marketing output, manage and segment the club's database, planning the customer journey
- Using our CRM technology to effectively communicate with supporters

Social Media/Website

- Lead on the management and development of all Morecambe Football Club's social media accounts.
- Plan and publish content across all Club social media channels, specific to each areas requirements
- Responsible for the Club website, including all content, planning and writing articles for the website, and ensuring all areas are up to date.
- Content creation for the Club website and social media channels - written, video, photo, graphic design, interviews
- Monitoring success/metrics of such posts to meet KPIs
- Keeping aware of wider trends and competitors in the industry
- Responding to messages and supporter interactions on social media
- Development of all non-digital marketing such as leaflet/poster/brochure production, handbooks.

Press/Match Day

- Dealing with all incoming and outgoing press requests and match day media operations, including use of iPBS
- Ensure that media enquiries are responded to in a timely and accurate fashion
- Overseeing match day coverage across all our digital platforms, for both home and away fixtures
- Ensure external and EFL match day requirements are met
- Coordinate player and staff interviews with external media
- Develop relations with external media outlets, both local and national
- Oversee, distribute and follow up press releases and briefings to the media as required.
- Manage and support the Programme Editor in their duties

iFollow

- Responsible for the management and delivery of the Club's iFollow obligations with the EFL, its' partners and our supporters.
- Deal with all iFollow enquiries and ensure positive action



PERSONAL SPECIFICATION

		Essential	Desirable
Knowledge & Experience			
	Experience of working in a media team in professional sport	✓	
	Track record of managing and developing staff within their team		✓
	A portfolio of high-quality media work		✓
	A degree related to the role i.e., Sport or Media		✓
	Knowledge of current trends within the industry	✓	
	An understanding of EFL media expectations and requirements		✓
	Ability to devise and create exciting and engaging content	✓	
	Understanding of CRM systems and confidence in use for marketing		✓
Personal Qualities & Skills			
	Interpersonal skills – must be a consistent team performer and able to forge excellent working relationships with key partners.	✓	
	Have a polite and courteous manner and a personable approach	✓	
	Energetic and forward thinking	✓	
	Can offer solutions to problems, using initiative and common sense	✓	
	Willing to work in high pressure situations and to strict deadlines	✓	
	Confident, positive and happy speaking/interacting with people	✓	
	Able to work on matchdays (including evenings) and at other events outside of normal office hours	✓	
	Honest, reliable and trustworthy	✓	
	Experience of assisting in leading/managing a team		✓
	Ability to travel independently	✓	
	Excellent organisational and time management skills	✓	
	The ability to communicate concisely, assertively and effectively with various professional disciplines and at all levels of an organisation	✓	
	Accuracy and attention to detail	✓	
	Excellent verbal and written communication skills	✓	
	An ability to adapt quickly, be flexible in the face of change and solution orientated	✓	
Safeguarding			

	To have due regard for safeguarding and child protection policies, including the welfare of children and young people	✓	
	All employees are subject to DBS checks, with our safeguarding officer.	✓	
Other Requirements			
	A willingness to learn and develop as an individual, through CPD	✓	
	Applicants must be over the age of 18	✓	

The Employee must at all times carry out his/her responsibilities with due regard to Morecambe FC policies and procedures.

The Employee must act to protect all young people and vulnerable adults that are in their care, following the Club's Safeguarding and Child Protection Policy at all times. The Employee must report any misconduct or suspected misconduct to the Safeguarding Manager.

The Employee must ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relations amongst employees, Employees and customers.

The above Job Description is not intended to be exhaustive, the duties and responsibilities may therefore vary over time according to the changing needs of the Club.

