



AV Apprentice

Term:	Permanent
Department:	Brand & Marketing
Reports to:	AV Production Manager
Location:	St. Andrew's Trillion Trophy Stadium, Cattell Road, Birmingham, B9 4RL
Hours of Work	Hours are set to meet the needs of the business and will be a minimum of 37.5 hours per week (flexible working essential)
Application closing date:	20/11/2020
Purpose of the post:	To assist with and learn about the production of high quality, engaging video content for the Football Club's official media platforms; and gain an understanding on how the content produced supports the Club's marketing and commercial objectives.

A fantastic opportunity has arisen at our Club for an AV Apprentice to join the Brand & Marketing department. Responsibilities are as follows:

SCOPE OF DUTIES

- To assist the AV Production Manager and Assistant AV Producer in the filming and editing of creative content for the Club's official media and social channels (football and non-football content) using Adobe's Creative cloud software.
- Support the marketing team with adverts, promotional videos, PR features to achieve online KPIs and to enhance campaigns.
- Assist with creating engaging audio-visual football content such as player interviews, signings, competitions and behind-the-scenes features.
- To contribute innovative ideas in driving traffic and interest to the Club's media platforms.
- Attend Club events and support with coverage on the Club's official media channels.
- To learn and develop camera and editing skills, using a range of different equipment and software.

MATCHDAY

- Assist the Senior AV Producer with the production of the audio-visual matchday experience at St. Andrew's.
- Assist with the setting up of camera and audio equipment and programming pre-match.
- Learn how to Operate matchday live cameras.
- Film post-match interviews with players and first team staff when required.
- Regularly edit and archive goals and match footage.
- Support with the filming of U18s, U23s and BCWFC games as and when required.

GENERAL ROLES & RESPONSIBILITIES

- Ensure compliance with all the Policies and Procedures contained within the Staff Handbook, paying particular regard to the Equal Opportunities Policy and Health & Safety Policy and procedures at all times.
- To familiarise with and adhere to all Football Association and Football League rules in regard to all media production at the club.
- To adhere to Data Protection Laws at all times.
- To protect the Club's brand and ensuring all material produced is in line with the Club's brand guidelines
- Any other duties as deemed necessary by your Line Manager or Head of Department.



This job advert sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility.



PERSON SPECIFICATION

SKILLS & ABILITIES

- Must possess an excellent understanding of appropriate content formats for each platform
- Ability to edit with Final Cut Pro/Adobe Premier
- Strong camera and editing skills
- Have a strong understanding of social media strategies and the importance of social media in online marketing
- Will be able to source, research and produce fresh content for all channels on a daily basis to engage with our followers
- Be responsible for the management and timing of all posts
- Have strong communication skills for answering any customer queries and engaging with our followers online
- Have strong writing abilities and a keen eye for sourcing images
- Be able to generate creative ideas to gain more followers across our Social Media channels
- Be able to work within a small team towards deadlines
- Excellent written English skills

PERSONAL REQUIREMENTS

- Must be able to demonstrate passion for audio-visual
- The ability to use your own initiative
- Must adhere to confidentiality and data protection procedures at all times

TERMS OF APPOINTMENT

- 37.5 hours per week
- 20 days annual leave (rising by 1 day per completed year of service, up to a maximum of 25 days, plus 8 statutory bank holidays)
- Up to 6 months' probation

SPECIAL CONDITIONS

- Flexibility with working hours required to meet demands of the role
- Applicants must be eligible to live and work in the UK. This role is regarded as a 'Regulated Activity' and is therefore subject to an Enhanced DBS check, (previously a CRB check) which includes the barred list for working with children. This post is exempt from the Rehabilitation of Offenders Act 1974
- Full and clean UK driving licence

Only applicants that meet the above criteria will be considered for the role.

Birmingham City F C is an equal opportunities employer and welcomes applications from all sectors of the Community.

Anyone interested in the above role, please follow the link to apply - <https://bcfc.octofirstclass.co.uk/candidates/account/login/71804?aisId=12&rmlD=1059&src=3>