



# Blackburn Rovers Football & Athletic Ltd

## Job Description

<b>Job Title:</b>	Social Media Officer
<b>Department:</b>	Media and Communications Department
<b>Based at:</b>	Ewood Park Stadium, Nuttall St, Blackburn, BB2 4JF. Flexibility regarding location is required.
<b>Reports to:</b>	Head of Media and Communications
<b>Responsible for:</b>	N/A
<b>Hours of work:</b>	37.5 hours per week plus matchdays (home and away) and any other hours necessary for the performance of duties. This will include regular evening and weekend work.
<b>Contractual status:</b>	Permanent
<b>1. Job purpose:</b>	To oversee all social media, video and sharable content on behalf of the Club and to assist with the filming/editing of video footage collated on matchdays, press conferences, player appearances and other club events.
<b>2. Duties and responsibilities</b>	<ul style="list-style-type: none"> <li>To be committed to ensuring the safeguarding and welfare of all staff, players, spectators, customers and/or clients of the Club;</li> <li>To support the Head of Media and Communications with the day-to-day running of the PR and Media Department;</li> <li>To oversee and manage all social media output on behalf of the Club;</li> <li>To generate high-quality written content for the Club's social media channels and publications and to create and maintain a fresh portfolio of adaptable graphics for a variety of platforms;</li> <li>To develop and maintain a consistent brand for the Club's social media channels;</li> <li>To interview personalities from around the Club for use in a variety of outlets;</li> <li>To undertake general Club photography and Matchday photos for the club's social media accounts;</li> <li>To assist with coordinating, managing and filming press conferences, player appearances and club events, as well as notable news stories, such as new signings, training ground visits and fan engagements events;</li> <li>To oversee and manage all match day social media content including photos/videos of behind-the-scenes events, players arriving, players warming-up, pitch side presentations and action photos;</li> <li>To assist with post-match player/manager interviews at all first team games, home and away;</li> <li>To oversee all Rovers TV and YouTube video content, with the aim of encouraging more supporters to sign up to the subscription service; and</li> <li>Any other duties as reasonably assigned by the Head of Media and Communications.</li> </ul>
<b>3. Skills required:</b>	<ul style="list-style-type: none"> <li>A passion and enthusiasm for social media trends and output, graphic design skills, video editing and creative content;</li> <li>A flexible approach to teamwork whilst working in a fast-paced environment;</li> <li>Excellent communication skills with the ability to interpret and negotiate;</li> <li>An ability to analyse and report on market leaders and competitors' output across a range of similar mediums;</li> </ul>



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	<ul style="list-style-type: none"> <li>• The awareness to adapt to current design trends and keep the brand image contemporary, interesting and visually striking;</li> <li>• An understanding of photography, both in taking and manipulating images;</li> <li>• Competence in video filming and editing;</li> <li>• Good presentation skills and the confidence to explain and sell ideas;</li> <li>• Excellent time management skills and the ability to meet tight deadlines;</li> <li>• Accuracy and attention to detail when finalising designs and written articles;</li> <li>• Open to feedback and a willingness to make changes to or adapt designs and/or articles; and</li> <li>• Effective networking skills to build contacts.</li> </ul>
<b>4. Knowledge and experience required:</b>	<ul style="list-style-type: none"> <li>• Knowledge and awareness of safeguarding procedures and protocols;</li> <li>• Confidence and experience of interviewing professional footballers, coaches and managers;</li> <li>• Demonstrable understanding and experience of applying best practice in PR;</li> <li>• High level proficiency in mainstream design programmes such as Adobe Photoshop and InDesign;</li> <li>• Competent in IT;</li> <li>• To hold good knowledge of Blackburn Rovers with a strong passion for football and sport in general;</li> <li>• An understanding of design software such as Illustrator or QuarkXPress;</li> <li>• A working knowledge of the print and production process; and</li> <li>• High level proficiency in Adobe Premier Pro and Adobe After Effects.</li> </ul>
<b>5. Qualifications required:</b>	<ul style="list-style-type: none"> <li>• A relevant University Degree level qualification in graphic design, (sport) journalism, media, PR or English (or equivalent);</li> <li>• Recognised qualifications at BTEC Level or A Level in graphic design/media studies or equivalent; and</li> <li>• 5 GCSE's (or equivalent) at grade C and above including English Language.</li> </ul>
<b>DBS check required:</b>	Yes (enhanced)

The document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation.

### How to Apply

Due to high-levels of interest, this post may close early so early application is advised, otherwise the closing date for this role is **9:00am on Monday 9<sup>th</sup> August 2021**. To apply, please email your application form and covering letter to [recruitment@rovers.co.uk](mailto:recruitment@rovers.co.uk)

CV's will not be accepted.

### Equality and Diversity

*Blackburn Rovers FC is committed to the principle of equal opportunity in employment and its employment policies for recruitment, selection, training, development and promotion are designed to ensure that no job applicant or employee receives less favourable treatment on the grounds of race, colour, nationality, religion or belief, sex, sexual*





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*orientation, marital status, age, ethnic and national origin, disability or gender reassignment.*

### **Safer Recruitment**

*Blackburn Rovers FC is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. The job holder will be required to undertake appropriate safeguarding checks as well as providing proof of right to work in the UK.*