

JOB TITLE:	Communications assistant (community)
DIRECTORATE:	Communications
LINE MANAGER:	Communications manager
LOCATION:	LNER Stadium
HOURS:	Full-time/Permanent
MATCHDAY WORKING:	HOME <input checked="" type="checkbox"/> AWAY <input type="checkbox"/> BOTH <input type="checkbox"/>
DATE:	June 2023
DBS:	Enhanced <input type="checkbox"/> Standard <input type="checkbox"/> None <input checked="" type="checkbox"/>

Job purpose

We are looking for an individual ready to make their mark in a varied role within the communications team at Lincoln City. The individual must have pride in their work and enjoy working to a high standard. The role involves taking the lead in communications for Lincoln City Foundation, working alongside the communications manager and senior colleagues from the Foundation. It will require a flexible approach to work and will include assisting at home and away first-team games for Lincoln City and Lincoln City Women.

Role specific responsibilities

- Assist the communications manager in developing and maintaining relationships with local, national, and international media organisations.
- Produce & source content for Lincoln City FC/Foundation websites
- Film and edit content for YouTube, iFollow Imps and other official digital media channels
- Implement the communications strategy using online tools such as official websites, social media channels, and publications.

General responsibilities

- Carry out duties in accordance with all relevant company policies, including, but not limited to, the Health and Safety Policy, Code of Conduct Policy, Safeguarding Policy, Equality and Diversity Policy, Financial Regulation Policy and Social Media Policy;
- To safeguard and promote the welfare of all children, young people and adults at risk;
- To be vigilant and support all safety and security operations;
- Act always with utmost good faith to Lincoln City Football Club, Foundation and the Company;
- Devote full attention and ability to fulfilment of the duties required by the role during working hours;

- Other duties as reasonably requested by your line manager or by a member of the senior management team;
- To work closely with partnership organisations, to maintain good relationships and collaborative working practices;
- To work with colleagues throughout Lincoln City Football Club, Foundation and the Company to extend knowledge and skills in order to identify and develop best practice;
- Deal with enquiries and general day-to-day liaison with customers, colleagues and partners;
- General day to day liaison with stakeholders, colleagues and partners;
- Active participation on continuing professional development and the appraisal process;
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job;
- To maintain the quality of service provision, regularly evaluating work and seeking to make improvements;
- Maintain a professional manner when dealing with both internal and external contacts and partners;
- To cover as and when required at other departments within Lincoln City Football Club, Foundation and the Company;
- To recognise commercial opportunities across all products within Lincoln City Football Club, Foundation and the Company;
- Represent our core values and promote the brand identity;
- Actively work to increase Lincoln City's fanbase;
- To support the Lincoln City Football Club green energy saving strategy and meet all requirements including but not exclusive to recycling, waste reduction, energy efficiency; and
- Any other duties commensurate with the grade and falling within the scope of the post, as requested by the Chief Executive.

The above-mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Lincoln City Football Club, Foundation and the Company are committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment.

Exceptional | Edge | Energising

At Lincoln City Football Club, we believe that people make the difference and accordingly, we don't just look for the usual job requirements. As well as being experts in their technical areas, all of our team members demonstrate and work towards a clear set of traits which differentiate us from the norm.

As a Communications Assistant you will be required to demonstrate behaviours reflecting the following traits, which we have termed the 3Es: Exceptional, Edge and Energising.

Exceptional

- **Forward thinking**
 - You will think ahead and prepare for future tasks and opportunities;
 - You will seek and provide new ideas and solutions to overcome challenges.

Edge

- **Streetwise**
 - You will work smart and demonstrates the know-how to win;
 - You will develop key relationships and networks effectively.

Energising

- **Finds a way**
 - You deliver results, within a team;
 - You develop and implement strategies to achieve positive outcomes.

Person specification

KNOWLEDGE

The level and breadth of knowledge to do the job, eg. understanding of a defined system, method or procedure, legal or regulatory frameworks etc

Essential

- Experience of writing news stories and press releases
- Excellent written and verbal communication skills

Desirable

- Experience of working within an elite sports organisation
- Understanding of Lincoln City's structure and history

TECHNICAL/WORK-BASED SKILLS

Skills specific to the job, eg. computer competency, typing skills, coaching skills etc

Essential

- Excellent understanding of written English, and the ability to communicate clearly
- Knowledge of image/video editing software such as Adobe Creative Suite

GENERAL SKILLS AND ATTRIBUTES

More general characteristics, eg. flexibility, communication skills, team working etc

Essential

- Very good eye for detail
- Ability to plan own workload and prioritise accordingly to meet deadlines
- Willingness to work flexible hours

EXPERIENCE

Proven record of experience in a particular field, profession or specialism

Essential

- Experience of working with online content management systems
- Experience of contributing to Twitter and Facebook accounts

Desirable

- Experience of contributing to Tik Tok and Instagram accounts

QUALIFICATIONS

The level of educational, professional and/or occupational training required

Essential

- Driving licence

Desirable

- Undergraduate qualification in a communications-related topic
- NCTJ preliminary exams

