



Job Description	
Job Title	Media & Marketing Manager
Salary	Dependent on experience
Location	Primary base is Rodney Parade, Newport. Regular travel will be expected with the role
Hours of work	Full time – to suit the needs of the role. This will include evenings, weekends and Bank Holidays
Responsible To	General Manager
Responsible For	Media & Marketing Assistant and match day volunteers, including press and photographers
Contractual Status	Permanent, full time (subject to probationary period)
Role summary	<p>The Media & Marketing Manager will create, implement and review the Club's Media & Marketing strategy, ensuring it is always completely aligned to the Clubs overall objectives.</p> <p>You are to play a fundamental role in raising the profile of all football, commercial and community departments of Newport County AFC, using a range of platforms to promote the Club across social and digital networks together with the production of marketing materials.</p>
Key Relationships	<ul style="list-style-type: none"> • General Manager • Board of Directors • First Team Management • Academy Management • Community Management • Club Secretary • Head of Ticketing • Commercial Manager • Rodney Parade • English Football League (EFL)

Key Responsibilities, Tasks and Activities
<ul style="list-style-type: none"> • Be responsible for creating engaging content and campaigns across the Club's media platforms, including the Club website and social media channels. • Be able to effectively use a variety of means to create content, including videography, photography, graphics and written. • Work closely with the Club's key stakeholders to fulfil media requests and to advise on media and marketing messaging and strategy.

- Be responsible for overseeing the day to day operation of the Club's media channels promoting the first team, fixtures, events, community and academy operations and commercial opportunities.
- Liaise with the First Team Management on availability for theirs and players press conferences, distributing invitations to the relevant media organisations
- Organise match day media facilities and accreditation requests from local, national and international media organisations
- You will proactively manage all media relations, including crisis management issues.
- Oversee and fully manage Media & Marketing to ensure all relevant communications strategies are delivered.
- Work with various stakeholders to ensure media and marketing needs are met.
- Act as a main contact for all crisis management – including but not limited to the writing of proactive and reactive club statements
- Work in co-operation with and fully support the Club's commercial department to ensure maximum exposure of all club-related products and also to support commercial sponsors and partners with media activity
- Monitor social media stats, including player and staff tweets/posts – ensuring they are always appropriate and compliant with the relevant bodies.
- Ensure all social media posts have any 'bot' related posts eg. betting, live-streaming removed for safeguarding purposes.
- Ensure that you monitor all social media posts for offensive comments/language and report/deal with effectively by working the relevant department, such as safeguarding or EDI.
- Oversee media operations and working with broadcasters on a match day.
- Work in conjunction with other Leads on fan engagement initiatives
- Work on long term strategies to build relationships with national, regional and local media
- Build relationships with local universities to support interns on relevant university work experience
- To undertake other duties as reasonably requested by the Club's General Manager and Board of Directors

Person Specification Requirements			
		Essential	Desirable
1	A degree related to the role, i.e Sport or Media	✓	
2	Minimum of 1 years' experience in a similar role		✓
3	Experience within football or sports media environment	✓	
4	Flexibility and availability to work on a matchday	✓	
5	Willing to work in high pressure situations and to strict deadlines	✓	
6	Track record of managing and developing staff/volunteers within their team		✓

7	Be an excellent communicator and team player, who is able to work on their own initiative	✓	
8	Develop excellent and effective relations with local and national media partners, commercial partners, supporters groups	✓	
9	Ability to be innovative and create exciting and engaging content	✓	
10	Experience of utilising traditional tools (press, networking etc) as well as new tools (social media, blogs etc)	✓	
11	Experience of creating graphics and using the relevant graphics/video software such as Adobe Creative suite	✓	
12	Full clean driving licence	✓	

Safeguarding Statement

Newport County AFC is committed to safeguarding the welfare of children and young people and expects all staff and volunteers to endorse this commitment.

Relevant information and/or documents will be distributed as part of the recruitment process.

Equality and Diversity Statement

Note that we are seeking to diversify our workforce in particular by ethnicity, gender and sexual orientation and would encourage applications from these demographics.

Newport County AFC is committed to promoting a diverse and inclusive community – a place where we can all be ourselves. We will support staff from different backgrounds to create the best environment for us all to prosper together.

To apply

To apply for this role, please complete the attached application form and return for the attention of Kelly Anderson by email to kelly.anderson@newport-county.co.uk

Please include a covering letter detailing why you would be a suitable candidate for the role and why you wish to work for Newport County AFC. Please also include a portfolio of your work relevant to the role that you are applying for.

Closing Date: Thursday 6th April at 5pm.

Interviews: Week commencing 17th April 2023