



Job Advert

Job title:	Media Executive
Employer:	Reading Football Club
Location:	Madejski Stadium, Reading
Contract:	Full time, permanent
Salary & Benefits	<p>£22,500.00 – £24,500.00 per annum dependent on experience</p> <ul style="list-style-type: none">• Paid day off to celebrate your birthday• Employee Assistance Programme with free access to help, advice, and support• Complementary home match ticket• 25% off full priced Reading FC merchandise• Auto-enrolment into the Club's pension scheme (depending on eligibility)• Group Life Assurance benefit (death in service cover)
Hours of work:	<p>37½ hrs per week working 9.00am – 5.30pm Monday – Friday (1 hr unpaid break for lunch)</p> <p>Home match days (on a rota basis) & Away match days</p>
Department:	CRM & Marcomms
Reporting to:	Head of Content

Job purpose

- To produce and deliver high quality written and digital content that drives increased levels of brand awareness, engagement and conversion onto the Club's digital channels and subsequent revenue growth on Match Days and non-Match Days.
- To support the Head of Content with the delivery of all club content across all club media (digital, video and publications) and social media channels
- To work closely with all departments of the business and liaise directly with the Head of Marketing in ensuring content and activity is developed and delivered in line with the department's CRM & Marketing Communications Strategy and Objectives

Main duties

- To plan, develop and manage short and long-term content across Reading FC's matchday programme, website, social media, YouTube and CRM channels.
- To act as the Editor of matchday programme 'The Royal', including content planning, liaison with designers and printers, copywriting, managing and delegating to contributors and proof-reading.
- To provide Matchday coverage of all away first-team fixtures and some home first-team fixtures on a rota basis, as well as non-first-team fixtures as required.
- To have day-to-day liaison with Reading FC's Academy team, managing the relationship and promoting the Academy's work on an ongoing basis.
- To support social media community engagement and management across Facebook, Twitter, Instagram and You Tube.
- To manage the relationship with photography suppliers by providing briefs ahead of matchday and non-matchday events, ensuring commissioned work is delivered on time and to expected quality and budget, and maintain the club's photographic archive.
- To track and analyse social media, website, CRM metrics producing regular impact reports.
- To integrate and activate Community Trust, Reading FC Women, Academy and Sponsor/Partner-associated content and messaging on Reading FC's channels.
- To actively participate in generating and delivering new ideas to drive fan engagement through digital channels and match day activations.
- To develop a consistent and engaging tone of voice for the Reading FC brand, writing and proofreading creative copy for diverse marketing distributions (incl. leaflets, posters, flyers, newsletters, brochures).
- To respond to all enquires within Reading Football Club Charter guidelines.
- To adhere to a strict code of confidentiality in respect of any information relating to Reading Football Club and its operation
- To be presentable at all times when working and demonstrate that you can represent the face of the club in the manner expected
- To maintain Reading Football Club's Safeguarding (Child Protection), Health, Safety and Equal Opportunity procedures and practice
- To act in a manner that supports the Club's Vision and Values at all times

Person specification

	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> • A qualification which directly applies to this role
Experience	<ul style="list-style-type: none"> • Experience of working in a media or communications role, preferably within sport • Experience of using video, photographic and graphics editing software (ideally Adobe Creative Cloud) 	<ul style="list-style-type: none"> •
Knowledge		<ul style="list-style-type: none"> • Understanding of CMS software
Skills	<ul style="list-style-type: none"> • Outstanding ability as a writer and sub-editor, and a keen eye for detail 	
Attitude	<ul style="list-style-type: none"> • Flexibility to work at evenings and weekends to cover matches and events as required 	<ul style="list-style-type: none"> • Full, clean drivers' license and access to a vehicle

Due to this post being in regulated activity, the potential employee will be required to undertake a Disclosure and Barring Service check at the appropriate level. It is a criminal offence for a barred person to attempt to engage with vulnerable group

Closing date for applications:	Please submit your CV & covering letter to arrive by the closing date 12 noon on Tuesday 7 th April 2020
Contact:	recruitment@readingfc.co.uk

Please note, we reserve the right to interview shortlisted candidates, and recruit to this role, prior to the closing date