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**Job Description**

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| **Job Title** | Media Officer | **Reporting Line** | Marketing & Events Manager |
| **Closing Date** | 5pm, Monday 17th May 2021 | **Salary** | Band 1 SCP 4-6: £17,363-£19,143Subject to experience |
| **Location** | Blackpool FC Stadium, Seasiders Way, Blackpool, FY1 6JJ | **Contract** | Full-Time (37 hours per week) |
| **Purpose of role** | Blackpool FC Community Trust is seeking to appoint an enthusiastic and dedicated individual to deliver on the Community Trust’s marketing. |
| **Key Tasks** | * Work to tight deadlines to market programmes effectively including use of social media and other marketing tools.
* Marketing Strategy development and implementation.
* PR communications including press releases, impact stories and marketing campaigns.
* Graphic design and production of promotional materials such as leaflets, posters, workbooks and social media posts.
* Produce, capture and edit videos to showcase the Trust.
* Take good quality photographs and keep a bank of edited shots for promotional use in digital and print media.
* Oversee and keep the BFCCT website up to date through the CMS.
* Maintain and improve BFCCT’s social media presence, managing accounts and working with the marketing team to develop and deliver a content plan and strategy.
* Data analytics, tracking effectiveness of marketing campaigns and reporting findings.
* Brand management.
* Undertake other duties and responsibilities, in line with the post, where necessary.
* The post holder may be required to work some evenings and weekends, including match days, as the position demands.
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| **Essential Skills** | • Positive attitude, punctual and reliable.• Ability to work on your own initiative and as part of a team.• A good eye for detail and desire to strive for perfection.• Excellent verbal and written, communication and presentation skills.• Ability to effectively communicate with people from all backgrounds in a friendly  manner.• Ability to plan and organise information under pressure and to work to tight deadlines.* Experience of managing social media platforms as well as exceptional writing skills.
* Excellent IT skills including a working knowledge of Microsoft Office 365 and knowledge and experience of using the Adobe creative suite.
* Creative approach to reaching audiences, with the ability to recommend modern and innovative solutions.
* A good eye for detail and some experience with cameras, editing, photography and videography.
* Ability to work collaboratively across all areas of the Trust to the professional level required by the charity and its stakeholders.

• To always represent Blackpool FC Community Trust in a professional manner regarding dress, presentation, personal hygiene, conduct and professionalism. |

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|  | Blackpool FC Community Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. If this role involves the supervision of and work with children and young people or vulnerable adults, you will require an Enhanced Criminal Records Check (CRC) through the Disclosure and Barring Service (DBS) and clearance for work in football by The FA. As such, this post is exempt for the rehabilitation of Offenders Act (1974) and the applicant must disclose all previous convictions including spent convictions. As Blackpool FC Community Trust is a diverse organisation that respects differences in race, disability, gender, gender identity, sexual orientation, faith, background or personal circumstance we welcome all applications. We want everyone to feel valued and included within the organisation in order to achieve their full potential. Blackpool FC Community Trust is opposed to any form of discrimination and commits itself to the redress of any inequalities by taking positive action where appropriate.You provide several pieces of data to us directly during the recruitment exercise. In some cases, we will collect data about you from third parties, such as employment agencies, former employers when gathering references. Should you be successful in your application, we will gather further information from you. If you would like to know more about the data we collect and how we use the data please email selina.hayes@bfcct.co.uk. |

**To apply please complete an application form from our website**

**and submit to jack.shields@bfcct.co.uk**