



Cheltenham Town FC Academy Job Advert

We are seeking someone who can effectively promote the academy brand by using the Cheltenham Town Academy channels to inform and keep our audiences up to date with the latest going on in the academy. We are looking for someone to help promote our academy through the use of social media. The successful candidate will join the Cheltenham Town Academy and work alongside our strong and passionate team.

See the attached job description and person specification.

Here at Cheltenham Town Academy, we are committed to having a modern and inclusive environment and encourage equal opportunities and continuously seeking to improve diversity to have more representation within the professional game.

CTFC adopts a Safer Recruitment Policy. We are committed to safeguarding and promoting the welfare of children, young people vulnerable adults. This post will be subject to an enhanced DBS check.

If you meet the qualification criteria and feel you have the relevant experience and evidence to meet the job description and person specification, please apply by email to richard.joyce@ctfc.com with a CV and a covering letter.

Closing date for applications: 18 September 2021

Cheltenham Town Football Club Academy



Job Description and Person Specification

Job Title	Academy Media Officer
Responsible to	Media & Communications Manager & Academy Manager
Build Relationships with	Internal: Academy Manager, Lead Phase Coaches, Coaches, Heads of Department, Players and Parents External: Opposition clubs, FA, FAYCD, and PFA.
Salary	Competitive and based on knowledge and experience

Job Description	
Places of Work	<ul style="list-style-type: none"> Cheltenham Town FC Training Ground, Cheltenham, GL51 9RX
Working Pattern	<ul style="list-style-type: none"> Part Time – 6 hours per week Additional sessions may be required.
Travel	Regular travel to training, fixtures, meetings and other events in conjunction.
Overall purpose of the job	To effectively promote the academy brand by building a community who will engage with each other and help to promote our academy through the use of social media.
Key Tasks & Responsibilities	<p>Value Provide value to our players, parents and followers. Create something that our audience will find useful - from keeping them informed with regular updates, to celebrating our success stories and positive work.</p> <p>To make a content calendar, use a regular calendar for each newsletter and social media channel and plan out your posts in advance, complete with hashtags, links, images and other content.</p> <p>Internally Generate content for our weekly newsletter which is sent to all staff, players and parents at the club. The newsletter is a one pager based on previous weeks' activities and any future fixtures.</p> <p>Create interesting, narrative-driven video in order to get the best reaction.</p> <p>Externally Post content that people want to read, ask questions and like, repost and comment on other users' posts.</p> <p>Create interesting, narrative-driven video in order to get the best reaction.</p>

	<p>Increase local football club academy following by adding every club in the Gloucestershire and surrounding counties.</p> <p>Promote academy signings on social media tagging local clubs and thanking them for producing talented players.</p> <p>Address Problems Quickly You should carefully monitor mentions of our academy on social channels, so we can catch issues before they escalate. If you spot a problem, engage with the person by publicly apologising if necessary and offering to solve the problem over a direct message exchange.</p> <p>Personal Development Undertake self-development to ensure knowledge in relation to all aspects of your role is up-to-date and forward thinking:</p> <ul style="list-style-type: none">• Attend CPD events both internal and external <p>Such other duties as may be appropriate to achieve the objectives of the post and to assist the Academy Manager.</p>
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Person Specifications (Essential)

Qualifications	<ul style="list-style-type: none"> • To have studied or be studying for a qualification in a media related field such as a degree in Sports Journalism
Required Experience	<p>Knowledge and/or experience of at least 3 of the following:</p> <ul style="list-style-type: none"> • Producing written copy for a publication • Managing and posting on social media • Creating and editing video content <p>ICT experience of PMA, Excel, Word and any other software as required to carry out the duties required for the job.</p>
Personal Qualities	<ul style="list-style-type: none"> • Excellent communication and customer service skills • Have a flexible attitude to work • Ability to work on own initiative and as part of a team • Have a polite and courteous manner • Be organised and have good time management skills • The ability to meet stringent deadlines • Be able to adapt to different and changing situations • Have the drive and enthusiasm to set high standards and achieve company objectives • Have a personable approach
Other Requirements	<ul style="list-style-type: none"> • Have a full clean driving licence • DBS clearance
Safeguarding	<ul style="list-style-type: none"> • To have due regard for safeguarding and promoting the welfare of children and young people and to follow the child protection procedures adopted by the FA and the club.