



HUDDERSFIELD TOWN FOUNDATION

The Club's Official Charity

APPLICATION PACK

MEDIA MANAGER

WELCOME TO THE HUDDERSFIELD TOWN FOUNDATION

Thank you for your interest in becoming the Media Manager for the Huddersfield Town Foundation.

It is an incredible time to be joining the Charity as we continue in our work to tackle the consequences of inequality, providing positive opportunities and support to the community of Kirklees. Having launched our new strategy in January 2022, the Foundation now has a clear direction.

For 10 years as the official charity of Huddersfield Town Football Club the Foundation has been inspiring people, creating opportunities, and working with other local organisations to deliver a variety of projects across Kirklees. We've done a lot and there is more to do! We always work to create a new chapter in our story.

We are rooted in our community. The unique needs of Kirklees are part of how we define our purpose, along with our passion for football and support, our distinct set of knowledge and skills, and the resources we can access to make it all happen. The Huddersfield Town Foundation can't meet all the challenges that face our community but there are issues where we strongly believe we can make a difference.

We are happy to answer any questions that you may have, and we look forward to receiving an application from you.



Siobhan Atkinson
Chief Executive Officer

OUR PURPOSE

We are rooted in our community and the unique needs of Kirklees are part of how we define our purpose, along with our passion for football and support, our distinct set of knowledge and skills, and the resources we can access to make it all happen.

OUR MISSION

To tackle the consequences of inequality by working to provide positive opportunities and support to the community of Kirklees.

OUR VISION

To create lifelong opportunities for people in Kirklees to feel safe, healthy, and included as part of a community.

MAKING AN IMPACT

Where we believe we can make the most impact in Kirklees:

- Movement & Activity
- Safe Spaces & Places
- Learning & Education
- Health & Healthy Behaviours

WHO WE ARE

The Huddersfield Town Foundation is a Club Community Organisation (CCO). There are over 92 in England, each one connected to a professional football club. Clubs and their CCOs are perfectly placed to help the community around them and successfully engage with groups that other programmes fail to reach.

The Foundation has charitable status and has a Board of Trustees. Established in 2012 the organisation has grown to 26 staff and has an annual turnover of circa £1.1m.

OUR CULTURE

Our culture is our character and personality. We are:

- Collaborative
- Open and brave
- Imaginative and inspiring
- Consistent and determined
- Caring and respectful

MEDIA MANAGER

REPORTS TO: Head of Income Generation and Partnerships

SALARY: £21k-£25k per annum

WORKING PATTERN: Full time, 35 hours per week

FURTHER DETAILS: Fixed term for two years in the first instance

We are aiming to appoint a Media Manager to promote and communicate the activities and events of the Huddersfield Town Foundation to both Club fans and wider key stakeholders, potential supporters, and participants. The post holder will be a key member of the Foundation's Income Generation and Partnerships and department, while working alongside the wider staff of the organisation.

We are looking for someone with relevant experience to fulfil this role. The successful candidate will be creative, innovative, and resilient, able to support to create change, source funding, and play a key part in supporting the delivery of our new strategic plan.

The Foundation launched its first strategy in January 2022. The Foundation currently employs circa 26 members of staff and has a turnover of £1.1m. The role of Media Manager is well established in the organisation. The Foundation Board has ambitious plans for the development of the organisation and requires resilient, innovative, and motivated staff to assist with the implementation of their vision.

BENEFITS:

- 25 days annual leave plus 8 bank/public holidays
- Two discretionary, non-contractual days on completion of probation - birthday and a festive preparation day
- Flexible working depending on the requirements of the role
- Company pension scheme (commences on completion of probation)
- Performance reviews and associated objectives
- Annual salary reviews
- Training and development opportunities
- Staff social activities
- Equipment such as laptop, mobile phone, and branded clothing
- Access to tickets to home HTAFC league fixtures and discount in the Club shop
- Free car parking and tea and coffee in the offices
- Support for health and wellbeing, including access to occupational health support and confidential counselling
- Inclusive and welcoming environment – equality, diversity, and inclusion priorities are embedded throughout the organisation

APPLICATION PROCESS

Please find below details of the application process and further information to assist you in its completion.

To apply you should submit the following to recruitment@htafcfoundation.com

- Completed application form. An application form can be requested from the email address above or downloaded from the Careers section of the Club's website www.htafc.com/careers/

Closing date

10:00am on Monday 14th November 2022.

All applicants will be notified of the outcome of their application. The volume of applications received prevents us from giving feedback to applicants who are not short listed to attend for interview.

Should you wish to have an informal discussion about the role please contact:

Kat Clarke, Chief Operating Officer 07341 127 420
Kat.clarke@htafcfoundation.com

Assessment

Applications are assessed against the 'essential' and 'desirable' criteria for the role, as set out on the person specification. Please, therefore, ensure that your application fully reflects how you meet these criteria.

The Huddersfield Town Foundation welcomes applications from all sections of the community.

We will apply for references for the successful candidate following the selection process.

MEDIA MANAGER JOB DESCRIPTION

Post Title

Media Manager

Department/Location

The Huddersfield Town Foundation, the Leeds Road Sports Complex

Reports to

Head of Income Generation and Partnerships

Overview of the Role

The Media Manager will work closely with the Chief Executive Officer, the Head of Income Generation and Partnerships, and other members of the Huddersfield Town Foundation Team to promote and publicise the activities and outcomes delivered across programmes and events.

The Media Manager will support the Foundation to promote its activities to a range of current and potential audiences. The post holder will develop and implement communication that will deliver meaningful increased awareness for the Huddersfield Town Foundation, across Kirklees and Yorkshire, that enhances the organisation's reputation and brand.

Functional Links

Internal: Huddersfield Town Foundation Chief Executive Officer
Huddersfield Town Foundation Chief Operating Officer
Huddersfield Town Foundation staff including the Senior Leadership Team
Board of Trustees
Huddersfield Town AFC Commercial and Marketing departments
Staff and managers throughout the Foundation and Club

External: Including but not limited to:

Local stakeholders and partners
Photographers
Third Sector groups
Community Hubs
Media contacts and agencies
Other Football Club Foundations (CCOs)

Key Performance Indicators

- Evidence of increased publicity of and engagement with the work of the Huddersfield Town Foundation.
- Increase in the quality and quantity of news features relating to the Huddersfield Town Foundation.
- Increase in the engagement and followers on our social media platforms, ensuring our content is tailored to the relevant audiences.
- Development and execution of a Communications Strategy for the Huddersfield Town Foundation that works to maximise exposure to relevant audiences at relevant periods of time.

Specific targets for the increases specified above will be agreed with the post holder on at least an annual basis.

Role Specific Responsibilities and Accountabilities

The post holder will be required to:

- Work closely with both Huddersfield Town AFC's Marketing and Communications team and Huddersfield Town Foundation staff to promote and communicate the activities of the Foundation using Foundation and Club official social media platforms and other external media.
- Liaise with relevant Club staff, including the Football Administration Manager and the Marketing and Communications Director, to organise regular First Team and Academy player appearances at Foundation community programmes and events.
- Plan and attend Foundation programmes and events to generate digital content.
- Provide content on the Foundation's work for use in the Club's Match Day programme.
- Develop and oversee marketing campaigns to promote the programmes, events, and services of the Huddersfield Town Foundation.
- Work with programme managers to produce marketing and communication plans that successfully target the intended audiences using the most appropriate channel(s) and media.
- Proactively develop relationships with local and regional newspaper groups, and media outlets and agencies.
- Develop compelling case studies and human-interest stories that demonstrate the impact of the Foundation's work.

- Actively manage relationships with key stakeholders including partner media departments, the Premier League, Premier League Charitable Fund, the PFA, Kirklees Council, and other football community trusts / foundations.
- Track social media analytics and maintain accurate records of the Foundation's media coverage, also compiling quarterly report for the Board of Trustees.
- Assist in the design production of an annual impact report for the Foundation.
- Engage with and communicate to MPs and local Councillors details of the Foundation's work.
- Conduct research and analyse data to identify and define current and potential audiences for the Foundation's work.
- Create a marketing and promotions calendar to regularly showcase the Huddersfield Town Foundation's activity.
- Assist in formulating specific brand guidelines for the Huddersfield Town Foundation.
- Act as the liaison between the Huddersfield Town Foundation and the Club photographer as required.

Other

- Take responsibility for and be committed to personal and professional development, also keeping up to date with legislation, regulation, guidance, standards, Government policy and research relating to all aspects of the role.
- Work match days, evenings, and weekends as required.
- The post holder will be required to undertake any other duties as required by the Head of Income Generation and Partnerships, the Chief Executive Officer and/or the Board of Trustees, commensurate with the level of the post.

Behaviour/Conduct

The post holder will be required to:

- Be proactive with workload and interventions.
- Seek to continually develop their skills and knowledge.
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role.
- Communicate appropriately at all levels.

- Be flexible in hours of work.
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics.
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2018.
- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others.
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people.
- Respect others and behave in an inclusive and non-discriminatory manner, taking account of all protected characteristics as specified in the Equality Act 2010.

Additional Information

Safeguarding:

Huddersfield Town Association Football Club (HTAFC) Ltd. and the Huddersfield Town Foundation are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.

It is anticipated that the role of Media Manager will involve the supervision of and work with children and young people or vulnerable adults; therefore, the post holder will require an Enhanced Criminal Records Check (CRC) through the Disclosure and Barring Service (DBS) and clearance for work in football by the FA.

Applicants must disclose all previous convictions including spent convictions in accordance with the associated legislation.

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provide that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account.

Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website.

The post holder will also be required to undergo safeguarding training, to be agreed with the Head of Safeguarding.

Equality, Diversity, and Inclusion

Huddersfield Town AFC and the Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and Foundation and to be able to achieve their full potential.

We have a zero-tolerance approach to any form of discrimination, and we are committed to the redress of any inequalities by taking positive action where appropriate. All employees are required to always support and uphold this zero-tolerance approach.

Accepted by:

Name (Printed)

Name (Signed)

Date

This job description was prepared in October 2022.

The proposed review of this job description is July 2023.

PERSON SPECIFICATION

Post Title

Media Manager (Fixed term for two years in the first instance)

Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Previous, recent experience in a Marketing and Communications role. • Experience of using a variety of social media platforms to successfully promote and deliver key messages. • Experience of uploading written and visual content via a content management system. 	<ul style="list-style-type: none"> • Previous experience in a sporting environment. • Experience of using video, photography, and audio equipment to produce creative and innovative content. • Experience of using design tools, e.g., Canva, to produce social media graphics.
Qualifications	<ul style="list-style-type: none"> • A good standard of general education including high level literacy and numeracy skills. 	<ul style="list-style-type: none"> • An Honours Degree or equivalent level qualification in Media / Marketing and Communications, or a related discipline.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • Competent user of IT including Microsoft Office applications. • Working knowledge of database systems. • Excellent communication skills, both written and verbal. • Able to work on own initiative and with minimal supervision. • Able to take direction from others. 	<ul style="list-style-type: none"> • Able to build effective relationships with key stakeholders and confidently relate to internal and external partners.

Area of Expertise	Essential	Desirable
Additional Requirements	<ul style="list-style-type: none"> • Committed to equality and diversity initiatives, and inclusive practice. • Suitable to work with children and young/vulnerable adults e.g., evidenced by an up-to-date DBS Disclosure. • Flexible approach to work and working hours, to meet the demands of the role. 	<ul style="list-style-type: none"> • Able to act as a positive ambassador for an organisation's vision and values, at all times.