



Community Sports Trust

## Job Description – Media & Marketing Co-ordinator

**Post:** Media & Marketing Co-Ordinator

**Responsible to:** Community CEO

**Hours:** 40 hrs

**Salary:** 26-27k

### **Overall job purpose**

Carlisle United Community Sports Trust is an independent charity affiliated to Carlisle United Football Club and this role reports directly to the Community CEO.

Our Community Trust is organised around 4 main themes: Education, Health, Inclusion & Sport. Through all these areas we have one clear message in which we "Inspire people to participate, develop and achieve their goals through the power of sport".

The Media and Marketing role will play a significant role in showcasing the life changing work of Carlisle United Community Sports Trust across each strand aligning with the strategic direction of the Trust. The successful individual will lead on all of the Trust's media output, which includes but is not limited to the management of the Trust's social media channels and website, capturing and creating engaging digital and video content, whilst supporting on the production of print and online marketing materials and annual reports. The Media and Marketing position will work closely with the senior management team and project leads to develop the Trust's brand identity and annual communications plan. We continue to value and understand the importance of reviewing and developing as we strive to be better, therefore, we are seeking to appoint an individual who can showcase new ideas and implement them across our organisation.

This is an exciting opportunity to join a progressive charity, successful team and to help develop Carlisle United Community Sports Trust.

### **Key Objectives**

- Working with the Trusts Chief Executive and Senior Management Team to develop and produce the Trust's Strategy document and annual Impact Reports.
- Responsible for the production of marketing collateral, including leaflets, flyers, posters and further materials where necessary.
- Work with the staff to direct and capture engaging content showcasing the work of CUFC CST.
- Liaising with external media organisations to promote the Trust's work while acting as the Trust's press and media liaison for all CUFC CST media enquiries.
- Attending all Carlisle United first team home matchdays to promote both the Trust's day-to-day work in the Carlisle community and its activities on matchday.

- Organising, attending and providing coverage of all Carlisle United first team and Academy player appearances in the local community.
- Lead on writing of all award applications for the Trust and seek other positive PR opportunities.
- Managing and updating the Trust website by writing and editing engaging content, press releases and case studies, while maintaining up-to-date copy of all of the Trust's work on the website.
- Maintaining a database of marketing imagery and video content.
- Producing a monthly internal e-newsletter for club and Trust staff.
- Management of the Trust's social media channels across Facebook, Twitter, Instagram and LinkedIn, always adhering to the club social media policy.
- Collaborate with the club media department to promote the Trust's activities to the wider club fanbase.

### **Other Responsibilities**

#### **Health and Safety**

The post holder is required to carry out the duties in accordance with the Trust's Health and Safety policies and procedures.

#### **Diversity**

The post holder is required to have due regard to equal opportunities at all times, and to work in a fair and reasonable manner towards all people, ensuring service standards are maintained for everyone.

#### **Other Duties**

The duties and responsibilities in this role profile are not exhaustive. The post holder may be required to undertake other duties that may be required from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside the general scope of this grade of post will be mutually agreed with the post holder.

## Person Specification

1. Qualifications	
<b>Essential</b>	<ul style="list-style-type: none"> <li>Journalism, multi-media or communications related degree qualification.</li> <li>Full UK Driving Licence.</li> <li>Car Owner.</li> <li>In-date safeguarding qualification or willingness to complete.</li> </ul>
2. Skills & Experience	
<b>Essential</b>	<ul style="list-style-type: none"> <li>Experience of social media and website account management, using various digital platforms to deliver key messaging around the Trust's work.</li> <li>Strong communicator with excellent written and verbal communications skills and interpersonal skills, who can develop positive working relationships with CUFC CST and club colleagues.</li> <li>Ability to work individually or as a team, manage multiple projects and work under pressure to meet deadlines.</li> <li>Experience of using video, audio and camera equipment to produce high-quality, engaging content.</li> <li>Confident writer with the ability to interact with the Trust's participants and those positively impacted by the Trust's work, to compile case studies, engaging features and other written material for print and online.</li> <li>Knowledge and experience of collating and demonstrating impact.</li> <li>Knowledge and experience of brand guidelines.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>Knowledge of Adobe Creative Suite.</li> <li>Knowledge of Content Management Systems [CMS], preferably EFL Digital.</li> <li>Understanding of working within a football club environment or charitable organisation.</li> <li>Understanding of Carlisle and the surrounding geographical areas.</li> </ul>
3. Personal qualities	
<ul style="list-style-type: none"> <li><b>Essential</b></li> </ul>	<ul style="list-style-type: none"> <li>A 'can do' attitude.</li> <li>Solution focused approach.</li> <li>Ability to establish good and productive working relationships.</li> <li>Drive and energy – demonstrating enthusiasm.</li> <li>Is personally committed towards helping CUFC CST.</li> <li>Self-development – seeks feedback on own performance.</li> <li>Ability to work unsupervised.</li> <li>Ability to respect confidentiality on particular issues.</li> </ul>