



## Job Description

### Post Title

Content Manager

### Department/Location

Marketing and Communications, the Canalside Training Complex

### Reports To

Marketing and Communications Director

### Responsible For

Content and Media Relations Executive

### Purpose of the Role

The Content Manager will lead on creating engaging content for the Club's fanbase, as well as other audiences when appropriate; this incorporates idea generation, as well as execution in several formats including, but not limited to, written, audio and video content. The Content Manager will also act as editor for the match day programme and/or other match day literature.

The post holder will also oversee the Club's relationship with members of the media, supporting the Content and Media Relations Executive with any external media enquiries as required. The post holder will also be required to be proactive in engaging the media with information and news from the Club.



### Functional Links

**Internal:** Marketing and Communications Director  
Marketing and Communications team  
Chairman  
Club CEO and Directors  
Marketing and Communications Executive for the Foundation  
All staff, players, and managers from across the Club and the Foundation

**External:** Members of the media  
Former Club personnel e.g. players, managers  
Media equivalents at other clubs  
Club Partners  
Supporters

### Key Performance Indicators

- To consistently produce a high standard of work for the Club's communications channels;
- To increase engagement with/readership of Commercial and Huddersfield Town Foundation news stories through internal and external channels; targets for increases in engagement will be on an annually negotiated basis; and,

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- To help maintain the Club's engagement rate on social media.

## **Role Specific Responsibilities**

The post holder will be required to:

- Formulate and deliver cross-platform workstreams, in association with the Marketing and Communications Director, to support the Club in attaining its strategic goals;
- Recruit and manage a Content Team consisting of full-time, part-time, and voluntary staff (e.g. student placements), in order to fulfil the Club's Communications Strategy;
- Provide editorial, creative and technical support to Content Team members;
- Lead on creating bespoke content for the Club's official communication channels including, but not limited to, htafc.com, pre- and post-match shows, social media and the match day programme;
- Be the Editor of the Club's match day programme, which includes planning, driving sales, creating and editing copy, and proofreading;
- Utilise all methods of social media to improve the Club's output and to explore new and innovative ways in which to engage supporters;
- Ensure the Club's website is up-to-date and reflects ongoing initiatives and topical issues, also working with members of the Equality Working Group to ensure communications on all platforms are inclusive of different individuals and groups;
- Produce industry-leading content ideas for the Club's communication channels;
- Actively seek out collaboration with the Marketing Manager, HTTPV and Video Manager, and other department heads to ensure that content is created with a commercial goal in mind;
- Ensure sensible use of SEO to maximise engagement levels on content; and,
- Track web analytics to ascertain content engagement levels.

The post holder will also be required to undertake any other duties as required by the Marketing and Communications Director and/or any other Senior Manager/Director.

## **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; and,
- Be respectful of others at all times and to 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. is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post holder will be required to undergo Safeguarding Training periodically, to be agreed with the Head of Safeguarding.

**Equality, Diversity and Inclusion**

HTAFC and The Huddersfield Town Foundation are diverse environments in which all characteristics under the Equality Act 2010 are respected; we want everyone to feel valued and included and to be able to achieve their full potential. HTAFC and The Huddersfield Town Foundation have a zero-tolerance approach to any form of discrimination and are committed to the redress of any inequalities by taking positive action where appropriate.

**Accepted by:**

**Name (Printed)** .....

**Name (Signed)** .....

**Date** .....

**This Job Description was reviewed in June 2021.**

**The proposed review of this Job Description is July 2022.**

# Person Specification

## Post Title

Content Manager

| Area of Expertise                    | Essential   | Desirable  |
|--------------------------------------|---|--|
| <b>Experience</b>                    | <ul style="list-style-type: none"> <li>• Previous proven experience in a similar role.</li> <li>• Experience in a line management or supervisory role.</li> </ul>   | <ul style="list-style-type: none"> <li>• Previous experience of working in a similar role in a football/sporting environment.</li> </ul> |
| <b>Qualifications</b>                | <ul style="list-style-type: none"> <li>• A degree or equivalent in a relevant discipline e.g. English, Journalism, Marketing etc.</li> </ul>  | <ul style="list-style-type: none"> <li>• Specific Marketing/communications qualification.</li> </ul>                                     |
| <b>Specific Skills and Knowledge</b> | <ul style="list-style-type: none"> <li>• Excellent IT skills including experience of using IT systems and navigating social media platforms.</li> <li>• Knowledge of the industry and a working knowledge of Huddersfield Town AFC.</li> <li>• A proven ability to work under pressure and to tight deadlines, including the ability to manage multiple projects simultaneously.</li> <li>• Driven, committed and tenacious.</li> <li>• Enthusiastic and open-minded approach to work.</li> <li>• Able to work as a member of a team and to team-related goals and initiatives.</li> <li>• Able to work unsupervised, using initiative to take on responsibility and proactively problem-solve.</li> <li>• Proven planning and organisational skills.</li> <li>• Confidence and ability to present in front of camera, both live and pre-recorded.</li> </ul> | <ul style="list-style-type: none"> <li>• Understanding of Data Protection legislation, including GDPR.</li> </ul>                        |

| Area of Expertise              | Essential   | Desirable  |
|--------------------------------|---|--|
| <b>Additional Requirements</b> | <ul style="list-style-type: none"> <li>• Must be a skilled writer with excellent grasp of the English language and associated spelling and grammar.</li> <li>• Adaptable and creative, with the ability to contribute ideas and develop projects.</li> <li>• Professional and articulate, both in terms of communication and appearance.</li> <li>• Flexible approach to work and working hours, to fulfil the requirements of the role.</li> <li>• Committed to equality and diversity initiatives and inclusive practice.</li> <li>• Suitable to work with children and vulnerable adults.</li> </ul> | <ul style="list-style-type: none"> <li>• Full driving licence and the use of a vehicle, and/or the ability to travel throughout Kirklees and to other locations using public transport.</li> </ul> |