

The Albion Foundation

Media Officer Vacancy – Job Specification

Purpose: To be part of our Media Team support in creating and producing media coverage across The Albion Foundation during Lockdown. To support the online digital content we will be producing during lockdown and ongoing government restrictions to connect our participants virtually during this period.

Responsible to: Media & Marketing Co-ordinator & Head of Fundraising & Sponsorship

Duties:

- Creating content for The Foundation's website
- Support the Foundation social media accounts creating content to be creative and interactive to connect to our community
- Produce high quality video and photographs for use on website, social media and marketing campaigns
- Produce high quality video content for on-line curriculum support and project specific programmes
- Support the production of all promotional material ensuring it is produced to a high and consistent standard and adheres to relevant branding guidance (e.g. Premier League, EFL, WBA FC and funding partners)
- Work towards targets set in The Albion Foundation action plan for media
- Support Director and Fundraising Department with all fundraising events/activities
- Archiving The Albion Foundation's media content
- Working unsociable hours, including evenings and weekends
- Any other duties deemed appropriate by your line manager

Person Specification:

Area	Qualities	Essential	Desirable	Measured
Qualifications	Have or studying towards Degree/A Levels or equivalent in a Media related subject	✓		Application
	5 GCSEs (grade C or above) including Maths and English	✓		Application
	NCTJ		✓	Application
Knowledge	Understanding of safeguarding / data protection	✓		Interview
	Understanding of a variety of branding guidelines and their application		✓	Interview

Skills	Able to communicate effectively with a range of people	✓		Interview/practical
	Able to work in both a team and independently	✓		Interview
	Ability to update and develop web sites	✓		Interview/application
	Excellent planning, creative and organisational skills	✓		Interview
	Excellent written, verbal, IT, photographic and visual content (editing) skills	✓		Application/interview
	An excellent understanding of video production including the use of editing software such as Final Cut Pro or Adobe Premier	✓		Application / interview
	Knowledge of Marketing/PR and Social Media campaigns	✓		Application/Interview
	Able to work under pressure to achieve deadlines and work on multiple projects at once	✓		Application
	Ability to analyse data, write reports and measure project / programme progress	✓		Application/Interview
Experience	A minimum of 2 years' experience of media and promotional work		✓	Application/Interview
	Commitment to development and willingness to undertake training where necessary	✓		Application/Interview
Personal	Hold a valid driving licence and have access to own transport	✓		Application
	Strive to achieve 'The Albion Foundation's Core Values'	✓		Application/Interview