

The Albion Foundation

Media Officer - Job Description



The Albion Foundation is the official charity partner of West Bromwich Albion Football Club. Our vision is to create a Proud Albion Family, Engaged, Inspired and Achieving its Potential, making a Measurable Difference in our Local Community.

Diversity is important to us; Growing, Maintaining and Promoting a diverse team is top priority for us. We encourage applications from a diverse range of suitably qualified candidates.

Job Title:	Media Officer
Reports to:	Media & Marketing Co-ordinator & Deputy Director
Contract Term:	12 Month Fixed-Term Contract Full-time 37.5 hours per week
Department:	Media & Marketing
Salary:	£24,000 -£25,999.
Job Purpose	
As a forward-thinking Media Officer, you will play a crucial role in our Media Team in creating high-quality media coverage across The Albion Foundation platforms. You will lead the charge in crafting and executing compelling content strategies, managing social media channels with precision, and leveraging analytics to drive engagement for The Albion Foundation. The role requires the successful candidate to be able to manage online digital content and have excellent written and IT skills.	
Key responsibilities:	
The Media Officer will: <ul style="list-style-type: none">• Lead the Foundation social media accounts, creating content to be creative and interactive to connect to our community.• Produce high-quality written content for website and Foundation literature.• 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 set targets in The Albion Foundation action plan.• Support Director and Fundraising Department with all fundraising events/activities.• Archive The Albion Foundation's media content.• Be able to work flexible hours where the role requires, including some evenings and weekends.• Complete any other duties deemed appropriate by your line manager.	

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Media Officer - Person Specification



Be part of our family

	Essential	Desirable	Measured
Education/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 qualification	✓		Application
Knowledge and Experience			
Understanding of safeguarding / data protection	✓		Interview
Understanding of a variety of branding guidelines and their application		✓	Interview
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
Skills and abilities			
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 websites & previous use of CMS.	✓		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 Adobe Premiere Pro or Davinci Resolve	✓		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
Able to produce content with an analytical eye, and keen to improve content based on performance.	✓		Application/interview

	Essential	Desirable	Measured
Personal			
Hold a valid driving licence and have access to own transport	✓		Application
Strive to achieve 'The Albion Foundation's Core Values'	✓		Application/interview
<i>Additional Information</i>			
This job description is to provide a guide to the main roles and responsibilities involved in the post at the date that it is drawn up; it does not provide an exhaustive list.			
TAF changes to meet the demands of customers and stakeholders, therefore duties included in the role may change and job descriptions will be reviewed and updated accordingly. Employees are expected to be adaptable and employ a flexible approach to their work.			
<p>All staff are expected to:</p> <ul style="list-style-type: none"> • Demonstrate and uphold TAF's values at all times, adhering to the Staff Code of Conduct • Conform to TAF's Safeguarding policy, demonstrating a commitment to safeguarding and the welfare of all young people and vulnerable adults. • Confirm to TAF's Equality and Diversity policy and championing improvements. • Attend and participate in inset says and continually commit to build CPD. 			