



Wycombe Wanderers Football Club Digital Content Manager – Job Description

Applications to: Matt Cecil, Head of Media, via email to matt.cecil@wwfc.com

Closing Date: Friday 15th March

Salary: £17,000 to £19,000, depending on experience

Reports to: Head of Media

Hours: 37.5 hours per week plus all home and away matchdays, and other events when required (time off in lieu will be allocated for each matchday worked)

Location: Wycombe Wanderers Football Club, Adams Park, High Wycombe

Wycombe Wanderers are looking to appoint a Digital Content Manager to support all areas of the business, primarily via the creation and publication of relevant digital content, specialising in video editing and design work for both online and offline platforms, in line with the club's brand values and core message.

The ideal candidate will have a creative, confident and hardworking character, and be willing to learn about all aspects of the business in order to improve its existing media and marketing operations.

Roles will include, but not be limited to, the following:

- Creation of written and video content for the club's official website and social media platforms
- Contributing to the production of content for the club's matchday programme and other literature
- Development of campaigns to support each commercial area of the business, working closely with the heads of department to support their objectives
- Ensuring a constant flow of positive messages to the general public, in keeping with the club's core message and values, through the club's channels and local and national media
- Training of players when dealing with the media and optimising their own social media output
- Activating and leveraging PR opportunities with club partners, opt in obligations, community and charitable organisations, taking the lead on digital activations
- Covering all roles of the Head of Media position when required (full training will be given)

Essential:

- Energetic, enthusiastic and positive attitude, and willingness to learn
- Confident and creative style in written and video/design work
- Keen eye for what makes a newsworthy story
- Understanding of brand management and ability to adhere to the club's core message and values
- High level of PC skills, particularly Microsoft Office
- Experience of video production and graphic design
- Attention to detail
- Ability to cope under pressure and work to tight deadlines. Due to the nature of the business, a flexible attitude to unsociable hours will be necessary in order to perform the role effectively
- Proficiency in social media

Desireable

- An interest in football
- Previous experience of working in a professional sporting environment
- Previous management of social media accounts for a brand
- Full driving licence

To apply for this role, please send an application letter including your CV plus relevant examples of your work to matt.cecil@wwfc.com. Closing date: Friday 15th March. Interviews: w/c Monday 25th March. Start date: As soon as possible, though consideration will be given to media staff at other sports clubs who wish to complete the 2018/19 season with their current clubs before taking up this position.