



<b>Job Title</b>	Website & Social Media Manager	<b>Department</b>	Marketing & Communications
<b>Reports To</b>	Communications Manager	<b>No Direct Reports</b>	None
<b>Job Purpose</b> Responsible for delivering consistent best-in-class management of the official club websites, Apps and Social Media platforms.			
<b><u>Knowledge Skills and Experiences</u></b>		<b><u>Key Role Requirements</u></b>	
<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Social Media &amp; Website Management</li> <li>• SEO</li> <li>• Analytics &amp; Metric Management</li> <li>• Social Media Scheduling &amp; Management</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Excellent communication skills both written and verbal.</li> <li>• Skilled in constructing persuasive, compelling, and easy-to-read web content.</li> <li>• Able to work autonomously.</li> <li>• Able to work as a member of a team and a team leader.</li> <li>• Strong leadership skills of teams and projects.</li> <li>• Excellent influencing skills.</li> <li>• Strong time management skills.</li> <li>• Excellent analytical skills.</li> </ul>		<ul style="list-style-type: none"> <li>• To lead the creation of site content and features, to continually improve the website user experience and support the football club's mission.</li> <li>• Manage the website's content, including writing new content, creating new pages and functionality, editing and auditing existing content, and removing outdated content.</li> <li>• Stay up to date with the latest web design and development trends and technologies. Identify ways to improve website UX, identifying and fulfilling opportunities for website improvement based on user feedback and performance metrics.</li> <li>• Identify and troubleshoot website technical issues. Ensure website functionality and perform software updates.</li> </ul>	
		<b><u>Outputs</u></b>	
		<ul style="list-style-type: none"> <li>• Responsible for delivering consistent best-in-class management of the Club's official Website, App and Social Media platforms. This includes identifying opportunities to support the revenue income for all of the Club's commercial departments, growing the Club's international and multi-lingual Social Media channels and supporting the successful delivery of the Club's marketing plans.</li> <li>• Working with the Communications Manager the role will lead on the implementation of the Club's tone of voice across all platforms, sharing ideas on engaging content that stands out from the crowd and being on the front-foot regarding trends and best practice.</li> </ul>	



<ul style="list-style-type: none"><li>• Ability to problem solve on evidence-based decision making.</li><li>• Strong commercial awareness.</li></ul> <p><b>Experience</b></p> <ul style="list-style-type: none"><li>• 2-3 years' experience planning and scheduling Social Media content on multiple channels, using content management tools such as Hootsuite, Tweet Deck, Sprout Social or similar experience in delivering a consistent tone of voice for a brand.</li><li>• 2-3 years experience managing a website using a CMS as a website manager</li><li>• Experience in Social Media analytics reporting, and using analytics to guide strategic decisions on output.</li><li>• Experience of working with key IT packages on both Mac &amp; PC, video / photo editing software (e.g. Final Cut, Premiere Pro, Photoshop) &amp; Microsoft Office etc</li></ul>	<ul style="list-style-type: none"><li>• Monitor site analytics and develop monitoring dashboards for performance tracking. Work closely with internal teams to advise on Web Analytics data use &amp; strategy, and content development</li><li>• Increase traffic and engagement to the website. Apply SEO and SEM best practices and strategies</li><li>• Evaluate competitors' websites, and follow industry best practices</li><li>• Manage all website updates before, during and after matches at home and away.</li></ul> <p><b><u>Budgetary Responsibility</u></b></p> <p>None</p>	<ul style="list-style-type: none"><li>• In addition, the role will be responsible for all match day feeds to drive supporter engagement and support the Club's commitment to equality, diversity and inclusion through pro-active Social Media activity.</li><li>• Websites include Plymouth Argyle Official Website, Home Park Stadium, Harpers Football Centre and any other sites which fall under the clubs digital footprint.</li></ul> <p><b><u>Interactions</u></b></p> <ul style="list-style-type: none"><li>• Head of Marketing &amp; Communications</li><li>• Plymouth Argyle Executive Liaison Team</li><li>• Communications Manager</li><li>• Marketing &amp; CRM Manager</li><li>• Media &amp; TV Teams</li><li>• Commercial &amp; Hospitality Teams</li></ul>
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<p><b>Qualifications</b></p> <ul style="list-style-type: none"><li>• GCSE Maths and English or equivalent (essential)</li><li>• Communications, Marketing, Social Media or equivalent qualification.</li></ul>		
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