



Job Title	Football Media and Communications Officer	Department	Marketing and Communications
Reports To	Football Media and Communications Manager	Direct Reports	None
Job Purpose Produce coverage across all football teams and channels at Plymouth Argyle Football Club, while supporting on any media relations.			
Knowledge • Strong understanding of football • Understanding of match coverage via social media • Understanding of the composition of match reports • Good knowledge of word processing software • Judgment of sensitivity around coverage of footballers and restrictions therein • A solid understanding of social media trends • A general understanding of Plymouth Argyle and the competitions and leagues Plymouth Argyle compete in • Knowledge of Content Management Systems • Knowledge of how to adapt copy to varying audiences • Knowledge of media relations - <i>desirable</i> • Knowledge of crisis communications - <i>desirable</i>		Key Role Requirements • To support on the coverage of the club's various teams including men's, academy and women's • Attend fixtures, home and away, to produce social media coverage, match reports, interviews and more, to catalogue games • Develop relationships with key figures within the football club, especially coaches and administrative staff • Write previews, news stories and other features to enhance engagement with all of the club's teams • Lead the football club's match-day programme, The Pilgrim, with support from the Football Media and Communications Manager • Support the Football Media Manager and Website & Social Media Executive with article creation • To work with safeguarding staff to ensure the safety and protection of certain people	
		Outputs • Coverage of all club teams at the football club. • Interviews with players and staff for Argyle TV. • Written articles and features for the pafc.co.uk website. • Written articles and features for the match-day programme, The Pilgrim. • Written profiles of players across various teams. • Feed back to the rest of the department on progress of all teams. • Support Football Media Manager and Head of Marketing and Communications with preparation and coverage of press conferences. • Liaising with media for coverage of teams. • Creation and distribution of marketing emails.	



<u>Skills</u> • Excellent written ability • Authorative interview technique • An ability to work with strict time constraints whilst maintaining an exemplary standard of work. • Strong sense of representing and defending the club brand • Exceptional organisational ability • Forming relationships with a variety of people, in different roles and of different ages • To be able to work with different departments within the company, successfully managing their expectations	• To work with club photographer/videographers to support match coverage • To be flexible with timings and availability as dependant upon the requirements of the business, especially working on weekends and some evenings • To support the marketing team on email creation and distribution <u>Personal Qualities</u> • Calmness under pressure • Ability to work within a busy team unit • A positive attitude to continued professional development and learning • A passion for football • An ability to work to tight deadlines and to manage priorities effectively • A high attention to detail • A commitment to equality, diversity and inclusion • A willingness to receive constructive feedback and to amend copy as appropriate	<u>Interactions</u> • Head of Marketing & Communications • Football Media Manager • Media & TV Teams • Marketing Manager • Club Photographer • Football Administration staff • Safeguarding staff • Argyle Women's Team • Argyle Academy • Argyle Men's Team • Local sports media <u>Budgetary Responsibility</u> None <u>Experience</u> • Evidence of previously published written work, especially within football/sport. <u>Qualifications</u> • BA (Hons) Journalism (or similar) - <i>desirable</i>
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