



## Job Description

<b>Job Title: Media &amp; Communications Manager</b>	
<b>Location:</b> The Broadfield Stadium, Crawley	<b>Reports To:</b> Head of Foundation
<b>Salary:</b>	<b>£28,000 - £30,000 per annum (40 hours/week)</b>

### JOB SUMMARY

To develop and oversee the promotion and publicity for the Foundation utilising a variety of media including social media, website management, written print, as well as producing photographic and video content to communicate the work of the Foundation throughout the local community.

This role provides front-line representation of the Foundation. As such, it requires the post-holder to possess the highest standards of presentation and to uphold the Foundations values at all times.

### KEY PERFORMANCE INDICATORS

- Maintaining and growing the reach of the Foundation across different platforms.
- Producing evidence for key stakeholders and funders, in-line with contracts.
- Supporting individual departments to promote their individual programmes.
- The production of the Foundations Annual Review (print and electronic)
- Supporting the Head of Foundation to measure the impact of the Foundation.

### KEY DUTIES & RESPONSIBILITIES

- Work with the Senior Leadership to raise awareness of the Foundation and its associated programmes
- Manage the Foundations website (Wix) with content and design
- Manage the Foundations social media platforms with content and design
- Support the recruitment of participants for programmes through digital, print and social media channels
- Implement the Foundations brand guidelines across all media output
- Develop key relationships with external communication partners to help drive visibility and branch out to stakeholders
- Support the delivery of participant satisfaction surveys and impact monitoring and evaluation
- Assist, where necessary Senior Leadership with proposal presentations and stakeholder events
- Work with the Clubs media team to utilise marketing resources
- Support production of qualitative reports on programmes and services (case studies, videos etc)
- Develop and work with Club representatives to enable player visits for programmes and services

- Maintain positive working relationships with partner organisations
- Always adhering to high professional standards, including appearance, attitude, enthusiasm and work ethic
- Report directly to the Head of Foundation with findings and reports

The Foundation reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the Foundations business.

#### **ADDITIONAL DUTIES & RESPONSIBILITIES**

- To maintain standards in line with the requirements of the role and any Foundation policies and procedures in place.
- To undertake any other duties and responsibilities as may be determined from time to time.
- To work additional hours as the requirements of the job demand.
- To comply with equal opportunities legislation and be pro-active in challenging prejudice, discrimination and stereotyping.
- To adhere to procedures relating to the proper use and care of equipment and materials for which the role has responsibility.

### **Person Specification**

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#### **QUALIFICATIONS**

**Essential:**

- University educated
- Previous experience in a similar role

#### **KNOWLEDGE & EXPERIENCE**

- Management of website maintenance (Wix)
- Experience of producing content for marketing and media
- An understanding and experience of social media channels, as well as driving engagement with stakeholders
- Experience of photography and videography

#### **KEY SKILLS**

- Understanding of marketing, media and communications
- Creative skills and can utilise design software (Canva, Adobe Creative Suite, similar)

- Good communication and interpersonal skills
- Ability to work as part of a team
- Ability to use initiative and plan own workload
- Excellent organisational and planning skills
- Possess analytical skills to assess performance of campaigns and different methods of communication
- Ability to manage and prioritise projects, events and workload
- Excellent time management
- IT literate - proficiency in Microsoft Office including Word, Excel, PowerPoint

## PERSONAL ATTRIBUTES

- Embrace opportunities for continuous professional development
- Flexible attitude to work
- Enthusiastic and positive approach to work
- Confident and professional

### Safeguarding Statement

Crawley Town Community Foundation is committed to safeguarding the welfare of children and adults at risk and require all employees to share this commitment and promote the welfare of these groups.

Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions)

Order 1975 (Amended 2013). Appointment to this role is subject to a satisfactory DBS Check and references.

### Equality Statement

Crawley Town Community Foundation is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, ethnicity, religion or belief(s), gender, gender identity or expression, sexual orientation, marital status, disability, age or with regards to pregnancy or maternity.

Job Description last reviewed:	12 <sup>th</sup> March 2025
Reviewed by:	D.Ford (Head of Foundation)