



**ROLE INFORMATION PACK**  
**MEDIA AND MARKETING  
OFFICER**



**Swindon Town FC  
Community Foundation**



## **Job Title: Media and Marketing Officer**

**Reports to: Assistant Heads of Foundation**

**Hours: 40 pw**

**Salary: Competitive, dependent on experience**

Working collaboratively with the Head of Foundation and Assistant Head of Foundation, the successful candidate will implement the Foundation's media policy. The post-holder will be knowledgeable about the workings of a charity as well as a professional sporting environment. They will need to excel in the areas of video production, print, written word, and social media. The Media & Marketing Officer will engage with online users daily and greatly increase our online presence within our target demographic as well as connecting with other associated organisations. The post-holder will also be responsible for some elements of the Community Trust administration.

Additionally, the Media & Marketing officer will also hold the position of Designated Communications Lead, the responsibilities of which include implementing the Communication Plan, and the Joint Communications Plan with Swindon Town Football Club.

Commitment, passion, and a love of knowing that you are making a difference is vital to this and any role within the Foundation.







**The Media and Marketing Officer/Designated Communications Lead is responsible for the Foundation's media output via video, print, written word and online platforms and general Foundation administration.**

The Media and Marketing Officer's role is to enhance the impact the charity has on the local community via the power of media content and assistance with the effective administration of Foundation activities.

**Swindon Town FC Community Foundation delivers a wide range of programmes in Swindon and the surrounding areas. These programmes are delivered with the aims of engaging, participating and achieving.**

This is done by increasing sports participation, whilst looking to increase the allegiance between the local community and their local professional football club. The Foundation aims to achieve this whilst meeting the aims and objectives, and themes of the Premier League and Football League Trust, including Sports Participation, Education, Social Inclusion and Health. Swindon Town FC Community Foundation continues to strive to meet the highest professional standards to enhance and develop their programmes.



**Swindon Town FC  
Community Foundation**





## **The Media & Marketing Officer will work alongside the Assistant Head of Foundation to:**

### **Media & Communications**

- Produce high quality and creative content across video, print and written word.
- Responsible for Instagram, Facebook, X ,TikTok & Website:
- Responding to messages & comments
- Content ideation
- Creation posting & scheduling.
- Maximise the Foundation's customer experience via various media outlets.
- Maintain and regularly update the Foundation's website.
- Capture & edit photos/videos during sessions, matches & community events.
- Produce powerful case studies and other evidence to demonstrate project impact.
- Produce content for Swindon Town FC Matchday Programme
- Promote and enhance the reputation of the brand via various media outlets in line with Foundation policy.
- Adhere to the communications policy
- Deliver the Foundation's communications plan
- Implement the Joint Communications Plan with Swindon Town Football Club
- Support brand consistency across all communications.
- Implement, plan and organise the Social Media strategy effectively to coordinate the Foundation's media output in line with requirements.
- Working in line with STFCF's AI Policy manage and oversee the usage of approved generative AI applications.
- Point of contact for any queries regarding the use of generative AI applications.

### **Sales & Business Development**

- Drive revenue through advertising packages & event promotions.
- Collaborate with the Community Coaching team to maximise participant registration for camps, sessions & programmes.
- Support the Senior Management team with creation & publication of internal & external communications on needs basis (trustee reports, operational plan, strategy documents & impact reports).
- Create engaging ways of demonstrating the Foundation's activities and impact to internal and external stakeholders.
- Support the Foundation with organisation & promotion of community events, tournaments & fundraising activities.
- Manage relationships with sponsors to ensure they receive appropriate recognition and value from their support, across all platforms.

# **ROLES AND RESPONSIBILITIES**



# EQUALITY AND SAFEGUARDING

## **EQUALITY**

Swindon Town FC Community Foundation is committed to creating an inclusive and diverse environment and is proud to be an equal opportunities 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 regard to pregnancy or maternity.

## **SAFEGUARDING**

Swindon Town FC Community Foundation is committed to safeguarding the welfare of children and young people and expects all staff and volunteers to endorse this commitment. This post requires Enhanced Criminal Records Checks and may include checks against the Barred Lists, as such it is exempt from Rehabilitation of Offenders Act (1974). Therefore, all convictions including spent convictions that have not been subject to filtering by the DBS should be declared. Relevant information and/or documents will be distributed as part of the recruitment process.







# PERSON SPECIFICATION

## EDUCATION/QUALIFICATIONS

Ideally educated to a degree standard

DESIRABLE

Hold a valid full, clean UK driving licence.

ESSENTIAL

D1 Mini-bus Licence/eligibility

DESIRABLE

## KNOWLEDGE AND EXPERIENCE

Worked in football/sport environment or life-long football fan.

ESSENTIAL

Experience in a media or marketing role.

ESSENTIAL

Strong experience in social media

ESSENTIAL

## SKILLS AND COMPETENCIES

Ability to use software to enhance content creation (Word, Excel, Powerpoint, Photoshop, Adobe Creative Suite, InDesign, etc)

ESSENTIAL

Strong written & verbal communication skills

ESSENTIAL

Ability to engage with people from all backgrounds and strong networking skills

ESSENTIAL

Flexibility to work outside of normal working hours e.g. evenings & weekends to meet the needs of the community

ESSENTIAL

Ability to juggle multiple projects, meeting deadlines and adapting to evolving priorities.

ESSENTIAL

Ability to inspire, engage and educate people from all backgrounds and communities

ESSENTIAL

The ability to work independently

ESSENTIAL

Passion for grassroots sport & community engagement

ESSENTIAL

Commitment to weekend work, aligning with Swindon Town First Team Home games.

ESSENTIAL

Flexibility work outside of normal working hours to meet the needs of the community.

ESSENTIAL

Sales or fundraising experience, ideally in a sport, education or community setting.

DESIRABLE

## SAFEGUARDING, EQUALITY AND INCLUSIVITY

Ability to work safely, in accordance with the Swindon Town FC Community Foundation safeguarding and Equality & Diversity Policy,

ESSENTIAL

Knowledge and understanding of child protection issues.

ESSENTIAL



Swindon Town FC  
**Community Foundation**

**To apply for this position please download and complete an application form, returning it either via email to [Andy@STFCfoundation.com](mailto:Andy@STFCfoundation.com), or in person to the reception at Foundation Park.**

**If you have any questions or would like further information about the STFC Community Foundation and the work that we undertake in the community, then visit [www.STFCfoundation.com](http://www.STFCfoundation.com) or call (01793) 421303.**

**We look forward to receiving your application.**

# HOW TO APPLY







Swindon Town FC  
**Community Foundation**

**Foundation Park  
County Ground Lane, Swindon  
SN1 2FD**

**Contact@STFCfoundation.com**

**(01793) 421303**

**www.STFCfoundation.com**



Intel, the Intel logo are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.