**ATFC Media Manager Role Description**

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| **Title:** | Media Manager |
| **Reports To:** | General Manager and Commercial Manager |
| **Location:** | EBB Stadium |
| **Hours:** | 40 hours per week, Compulsory Saturday games and Weekday evening games. |
| **About ATFC:** | Aldershot Town Football Club is a proud and historic football club competing in the National League. The club is rooted in the heart of the local community and driven by a passion for football, development, and innovation. With a thriving Men's First Team and growing Women's and Academy programmes, we are looking to build a future that celebrates success both on and off the pitch. |
| **Summary:** | We are seeking a dynamic, creative, and dedicated **Media Manager** to lead the Club’s media and communications strategy. The ideal candidate will be passionate about football, highly organised, and capable of producing engaging content across various platforms. This is a pivotal role that covers the full spectrum of club communications—from matchday coverage and press liaison to social media strategy and video production.The Media Manager will also take a lead role in expanding our media output across Women’s and Academy football, by building and mentoring an internship network to provide high-quality, multi-platform coverage across all club departments. |

### **Key Responsibilities:**

#### **1. Club Communications & Media Relations**

* Act as the primary point of contact for all media enquiries.
* Coordinate and manage press conferences, interviews, and press accreditation for matches.
* Prepare and distribute press releases, club statements, and official announcements.
* Build and maintain strong relationships with local, regional, and national media.

#### **2. Content Creation & Digital Strategy**

* Plan, create, and publish engaging content across the club’s website, social media channels, and digital platforms.
* Cover all Men’s First Team matches with live text commentary, post-match interviews, match reports, previews, and behind-the-scenes content.
* Work closely with the First Team Manager and staff to coordinate internal communications and media access.
* Produce and edit video content including interviews, highlights, and promotional material.

#### **3. Website & Social Media Management**

* Update and manage the club website with news, fixtures, results, player profiles, and commercial content.
* Develop and implement a clear and consistent social media strategy to grow engagement and audience.
* Monitor analytics and performance metrics to adapt strategies and increase visibility.

#### **4. Women's & Academy Coverage**

* Build and oversee a media internship programme designed to support coverage of the Women’s and Academy teams.
* Provide mentorship and guidance to interns and volunteers to maintain a high standard of output.
* Ensure regular updates, match coverage, and content is produced for Women’s and Academy social media and web platforms.

#### **5. Matchday Duties**

* Attend all First Team fixtures (home and away) and provide full media coverage including live updates, interviews, and post-match reports.
* Liaise with opposition media teams, league officials, and matchday personnel to coordinate matchday media operations.
* Manage media accreditation on matchdays(where applicable).
* Print accurate team-sheets in a timely manner.

#### **6. Additional Duties**

* Assist commercial and marketing teams with promotional campaigns, sponsorship activation, and branding.
* Support ticketing and fan engagement campaigns.
* Ensure consistent tone and voice across all club communication.

### **Requirements:**

**Essential:**

* Experience in a media, journalism, or communications role—preferably in a sports or football environment.
* Excellent writing, editing, and verbal communication skills.
* Strong understanding of social media platforms, trends, and content creation.
* Ability to film and edit video content using standard editing software.
* Ability to work evenings and weekends in line with the football calendar.
* Strong time management and organisational skills.
* Passion for football and alignment with the values of Aldershot Town FC.

**Desirable:**

* Previous experience working within a football club or sports organisation.
* Knowledge of the National League and lower-tier football structures.
* Experience mentoring or managing junior staff or interns.
* Understanding of graphic design tools (e.g. Adobe Creative Suite or Canva).

### **Salary:**

Competitive and dependent on experience.

### **How to Apply:**

To apply, please send your **CV and a cover letter** outlining your suitability for the role to secretary@theshots.co.uk with the subject line **"Media Manager Application – [Your Name]"**.

### **Next Steps:**

1st Stage Online Interview: W/C 6th October

2nd Stage Face to Face: ASAP once shortlist confirmed

Start Date: ASAP

Aldershot Town FC is an equal opportunities employer and welcomes applications from all sections of the community.