**Role Profile**

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| **Job Title:**  | Communications Officer (Part Time – 20 hours per week) |
| **Reports To:**  | Chief Executive  | **Jobs Reporting into the Job Holder:** | None |
| **1. Job Purpose** |
| * To lead, drive & monitor all aspects of the Aldershot Town Football Club Communications Plan to meet annual targets
* To work with the Marketing Officer to implement the Marketing Strategy; increasing awareness of matches, projects, campaigns and events across the Club including the Shots Foundation
* The role will focus on communicating all aspects of the Club’s however it will focus on aspects relating to the first team
* To lead the Club’s relationship with the local media, including the timely distribution of press releases
* To manage the Club’s website, ensuring it is up to date at all times and enabling strategic objectives
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| **2. Principal Accountabilities/Responsibilities** |
| * Ensure fans and the local community feel connected & engaged with all departments within the Club
* Provide media and communications support to football and non football departments across the Club
* Maintain positive relationships with both local and national media to promote the Club’s best interests
* Work with the Marketing Officer to promote the Club and the business across social & digital networks & platforms
* Manage the processes with regards to the delivery of a fully operational Club media & communication department across a variety of platforms and groups
* Lead the communication with the Club’s Match Day Programme Editor & Scoreboard Operator to ensure relevant, key messages are shared through these platforms at all first team matches
* Manage the press box at all first team matches
* Co-ordinate the production of pre and post match interviews utilising various digital platforms
* Co-ordinate the production of match reports for all ATFC first team games
* Co-ordinate the Club’s match day reporting through the website & social media
* Co-ordinate the upload of video footage from first team games (home games only)
* Monitor & report upon the Club’s Communications Plan to ensure activities are on schedule
* Maintain product knowledge on the full range of goods and services provided by the Club
* Ensure compliance with evolving data protection laws (GDPR)
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| **3. Key Skills & Experience Required:*** Will have excellent communication skills both on the phone, in person and written
* Must be “customer oriented” and a strong administrator
* Must be able to establish positive relationships with colleagues and stakeholders and command the respect of others
* Must be able to present a highly professional image when representing the Club
* Must be self-motivated and be happy to support the team in the varied role
* Must demonstrate a thorough approach to work, and able to organise him/herself effectively
* Will have a generally outgoing personality and enjoy social interaction
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