



## Job & Person Description

|   |                                    |
|---|------------------------------------|
| <b>Job Title</b>  | <b>Social Media Editor</b>         |
| <b>Department</b>   | <b>Media</b>                       |
| <b>Reports to</b>   | <b>Head of Media &amp; Content</b> |
|   |                                    |
| <b>Purpose of role</b>  |                                    |
| The Social Media Editor will be responsible for supporting the planning, development and publishing of content across every one of Peterborough United's digital accounts. The role will be responsible for driving engagement and building our community across various social media platforms. The role will be instrumental in shaping and executing our social media strategy, creating compelling content/call to action, and fostering meaningful interactions with our sports-loving audience. |                                    |

### Main Duties

The objective of the role is to drive channel and community growth, increase engagement, maximise visibility of our brand and acquire new audiences for all of our teams. Reporting to the Head of Media & Content, you will have responsibility for, and be involved in, delivering social media content and marketing campaigns that align with the goals of the clubs.

#### Main duties and responsibilities

- Manage all club social media platforms/channels understanding our messaging and audience at all times
- Work with the Head of Media & Content and the Video Producer to schedule posts across the channels
- Work with the Commercial Team to deliver campaigns for club commercial partners in order to drive income generation
- With the marketing team implement marketing campaigns across digital platforms
- Plan and execute monthly/season social media calendars in order to increase engagement at all times
- Manage delivery of matchday content across club channels to drive awareness, messaging and togetherness
- Track social performance metrics and data to identify actionable insights & best practice and advise our future strategies to maximise our audiences and engagement
- Ensure clear and consistent voice and tonality of the brand across social media ensuring we maintain connectivity, storytelling and increase our audiences

The objective of the role is to drive channel and community growth, increase engagement, maximise visibility of our brand and acquire new audiences for all of our teams. Reporting to the Head of Media & Content, you will have responsibility for, and be involved in, delivering social media content and marketing campaigns that align with the goals of the clubs.

## **Other responsibilities**

- Be available to travel to other sites outside of their region (if required)
- Be aware of the PUFC policies, procedures & best practice so that concerns of non-compliance can be raised at all times e.g. Safeguarding, Inclusion, Diversity
- Work within the club processes. Seek advice & guidance if required ensuring employees and processes work seamlessly together
- Attend meetings, training and professional updating as and when required
- To adhere to existing working practices, methods, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems.
- To maintain confidentiality, observe data protection and associated guidelines where appropriate
- Self-assess and work on own personal and professional development
- To uphold the values of Peterborough United Football Club (PUFC) and not tolerate offensive, discriminatory or intimidating language or behaviour.
- To act as an ambassador/role model for PUFC and uphold the club's commitment to EDI, H&S and safeguarding.
- To ensure PUFC provides a level playing field for all its fans, players and guests.
- Promote an inclusive environment within the club for colleagues, supporters and visitors, championing a zero-tolerance approach to bullying, harassment and victimisation
- Promote EFL and FA regulations and ensure compliance with these.

In addition to these responsibilities carry out such duties as may reasonably be required. The above duties are a guide to the nature of the work required & are not intended to reflect all tasks associated within the role.

## **Person Specification**

These are the attributes you need to be to be considered for this role. All criteria are essential unless stated as desirable only. To be considered for working at PUFC we expect you to share and demonstrate Our Values. These are a key part to you getting the most out of work at Peterborough United Football Club.

## **Experience & Qualifications**

- Experience of managing a range of social media channels within in a business or commercial environment
- Excellent understanding of reporting mechanisms within social media
- An understanding of football and/or the fan experience journey
- Competent in use of Adobe Suite, in particular Premiere Pro and Photoshop
- Experience in video editing and create content

## **Skills and personal attributes**

- Excellent communication, interpersonal skills
- Excellent attention to detail with the ability to deliver 100% accurate social content
- A passion for social media and its use for the sports/football sector in a positive way
- Ability to reflect trends and engage with supporters
- An understanding of the paid social media landscape
- Ability to understand and communicate at all times our tone of voice and style
- Organised, excellent planning skills, good problem solver, solution focused
- An understanding and appreciation of the reaction to live sport and the nature of our 7 day business
- Detailed knowledge of social media platforms and analytics tools
- Calm under pressure and able to deliver work at a consistently high standard
- Proactive and displays a willingness to take on any task