



MORPETH TOWN JUNIORS

ROLE DESCRIPTION

DIGITAL MEDIA OFFICER

Purpose of the Position

The main purpose of the role is to proactively promote and manage the club's digital media output and advise the club committee on the best usage of the club's digital media and best outlets to assist in the club's objectives.

The role needs to be proactively seeking content from within the club and also from relevant outside sources to maximise engagement with the club, with emphasis on the Morpeth and immediate catchment area.

Responsibilities & Duties

General

- A passion for child sports & grassroots football.
- Always place children's welfare first, escalate any concerns to the Club Welfare officer.
- Operate within the rules and spirit of the club's constitution, code of conduct and active policies.
- Consistently behave as a positive role model, gaining the respect and trust of the children's parents and people you work with.
- Work proactively with other club officials to develop a first class club.
- Promote the club's policies and those of the FA.
- Be an elected member of the clubs Executive Committee.

Role Specific

- Manage the club's digital media output, currently via Facebook and Instagram, but also any additional platforms that best fit with meeting the objectives in the Club's Development plan.
- Ensure a consistent approach in the club's output across all platforms and tailoring content to each platform's audience.
- Link in with Morpeth Town FCs digital media output to ensure a synergie between the two entities.
- Manage the club's website and respond to / re-direct any enquiries received.
- Respond to / re-direct any enquiries received via other media.
- Bring ideas and create content that brings fresh output across all outlets.
- Manage content calendars to ensure a steady stream of output in line with club events and activities.

- Seek to maximise engagement with the Morpeth community and the surrounding area to widen awareness of the club and its offerings.
- Track, analyse and advise on digital media metrics to ensure the club's output is matching / achieving its objectives.
- Be to produce basic visuals / video content using photoshop or similar tools.
- Update and publish / distribute the club's digital handbook.
- Ensure the club maintains a good digital media protocol and its output meets operational and safeguarding guidance.

Ensure the Executive Committee functions properly.

The club Digital Media Officer should support the club chairperson to ensure the club's committee functions properly (see role description for club chairperson), but be in a position to advise and provide guidance on how the club's digital media output can tailor with the club's Development Plan and its objectives within. .

To represent the organisation

- Advocate and promote the club in the local community.
- Positively encourage and enthuse members of the club to get involved in activities and take responsibility for their actions.

Essential Requirements

- Must hold or be able to hold a club Disclosure & Barring Service (DBS) Enhanced Criminal Record with Children's Barred List check before appointment at the clubs AGM.
- Hold a 'Safeguarding for Committee Members' qualification via the FA (a 1-hour online course).
- A good understanding of the various digital media and some competence in image / video content production.

Desirable Requirements

- Experience in working within youth football or a similar organisation.
- Understanding of club administrative routines.

Essential qualities or behaviours

- Good written and verbal communication skills.
- High levels of organisation and commitment.

Desirable qualities or behaviours

- Commitment to promotion and ensuring the best interest of Morpeth Town Juniors are always protected.
- Attention to detail.

How much time will I need to give to the role?

Assuming the club get the correct structure in place, a commitment of 4-5 hours per week should suffice overall, but the actual involvement will be driven by the proactivity of the role and the requirements of the club from time to time.