Barnsley Football Club
Job Description

Job title:	Media Executive (Video and Social)
Reports to:	Media & Communications Lead
Department:	Media and Communications
Location:	Barnsley FC, Oakwell Stadium, Grove Street, Barnsley. S71 1ET
Date:	November 2026
1. Job Purpose	The Media Executive is responsible for creating and delivering the Club's video and social media content across all digital platforms, on a daily basis and throughout the matchday cycle. Working as part of a small and dynamic media team, the Media Executive will plan, film, edit, schedule and publish engaging content quickly and to a consistently high standard. The role plays a key part in growing supporter engagement, promoting the Club's activities and enhancing its brand through compelling digital storytelling. In addition to leading on video and social media content, the Media Executive will support wider media, marketing and communications activities, including email campaigns, events coverage and Community & Academy content, as required.
2. Specific Tasks and Responsibilities	**Matchday (every first-team fixture, home and away)** • Deliver the essential coverage for every fixture across all digital channels to agreed timescales before, during and after fixtures. • Produce and publish key matchday content such as; pre-match graphics, the matchday graphic, team news, live updates, the full-time post, and Head Coach and player interviews. • Produce additional content at home games and most away games, such as behind the scenes footage, player features, partner content, tunnel and warm-up footage and photo galleries. • Create special content for big moments, such as hype videos and celebration edits, planned well in advance. • Attendance at First Team away fixtures, including overnight stays, to support the delivery of content and media coverage. **Video production** • Film, edit and publish high quality video content across the Club's digital channels, including; the weekly pre-match press conference, player interviews, training ground content and features. • Work collaboratively with the football department to coordinate access to players, coaches and football operations. • Produce match highlights and reaction within EFL and broadcaster allowances. • Grow the Club's YouTube channel, working with the Media & Communications Lead on a regular series plan that creates sponsorable inventory for partners. • Contribute to the planning and delivery of iFollow for international viewers. **Social media and community** • Schedule and publish content across the Club's social medial platforms, ensuring content is timely, engaging and aligned to the Club's media strategy. • Create platform native content and graphics from the Club's templates, in line with the brand guidelines. • Manage the community: monitor comments and messages, and flag anything that needs a response, moderation or escalation.

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	• Exercise appropriate editorial judgement when publishing content and refer sensitive, controversial or high-profile matters to the Media & Communications Lead. **Partners and revenue** • Deliver partner video and social content in accordance with contractual obligations, to agreed standards and deadlines. • Support the promotion of ticketing, hospitality and Club Shop campaigns with video and social assets, using tracked links to barnsleyfc.co.uk. **Planning and reporting** • Attend content planning and operational meetings, and contribute ideas to the content plan. • Maintain content calendars, campaign schedules and matchday production plans. • Produce regular social media reports, analysing data and content performance with recommendations for future content. **Governance and Standards** • Maintain high editorial standards and ensure all published content is accurate, professional and aligned with Club policies. • Comply with all relevant EFL, FA, broadcaster, safeguarding, GDPR and Club policies and procedures. • Maintain organised and accessible digital media archives, including photography, video and project assets. • Ensure all content is created and published in accordance with copyright, consent and usage rights requirements. • Complete any training as required by the Club. • This job description is not intended to be exhaustive, and the post holder is also required to undertake any other duties as may reasonably be required appropriate to the level of the post.
5. Personal Specification & Skills	The ideal candidate will: • Be highly creative, with a strong eye for visual storytelling and what works on each platform. • Demonstrate strong video filming and editing skills, with the ability to produce high quality content efficiently. • Work quickly and accurately under pressure, particularly in a live matchday environment where deadlines are immediate and priorities can change rapidly. • Have excellent attention to detail, ensuring content is accurate, professional and free from spelling, grammatical or factual errors. • Be highly organised, able to plan, prioritise and manage multiple deadlines around the football calendar. • Show initiative and sound judgement, taking ownership of day-to-day content delivery and escalating issues when appropriate. • Be flexible with working hours, including evenings, weekends, bank holidays and travel to away fixtures as required. • Be a team player with a collaborative approach to working across departments. • Understand and work in line with Health & Safety principles and practices. • Be trustworthy and adhere to the Club's Code of Conduct and Ethics.

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	• Adhere to protocol and respect confidentiality in all matters, protecting any data relating to the area of work in accordance with the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR). • Consistently demonstrate high standards of professionalism and confidentiality. • Be committed to personal and professional development. • Demonstrate a commitment to safeguarding and promoting the welfare of children and young people. • Always be respectful of others and behave in a non-discriminatory manner, as per the Equality Act 2010.
6. Qualifications & Skills	**Essential:** • A demonstrable portfolio of video and social media content you have filmed, edited and/or produced. • Proficiency in video editing software (such as Premiere Pro, Final Cut or CapCut) and design software (such as Photoshop or Canva). • A strong understanding of social media platforms, including YouTube, and the ability to tailor content to different audiences and channels. • Experience in planning, scheduling and publishing content to deadlines. • Excellent written communication skills and attention to detail. • The ability to work effectively under pressure and meet tight deadlines in a fast-paced environment. • A full UK driving licence. **Desirable:** • Experience working in a football or sports media environment, including live matchday coverage. • Knowledge of EFL and broadcaster regulations relating to match and media content. • Experience using social media scheduling and analytics tools. • Motion graphics skills (such as After Effects) and photography skills. • Experience creating sponsored, partner or commercial content.

The document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation.

Safeguarding

Barnsley Football Club is committed to ensuring the welfare and safeguarding of children and young people, and expects all staff and volunteers of the Club share this commitment. We ensure that the Club meets its commitment to safeguarding by undertaking all necessary pre-employment checks.

The postholder will be expected to undertake Safeguarding Training and pre-employment checks as required to be agreed with the DSO & HR Manager.

This post is exempt from the Rehabilitation of Offenders Act (1974) and the applicant must disclose all previous convictions including spent convictions.

Equal Opportunities

Barnsley Football Club is committed to ensuring a diverse and inclusive environment in line with the Equality Act 2010 and welcome applicants from across the community.

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Right to work in the UK

Barnsley Football Club ensures that applicants are entitled to work in the UK without approvals and have the appropriate documentation to validate this.