**Grimsby Town Football Club**

**Social Media Assistant – Women’s First Team - Job Description**

We don’t just work for Grimsby Town Football Club — we *are* Grimsby Town Football Club. It’s a remarkable story that began in 1878 and has continued uninterrupted ever since.

There is nothing bigger and nothing more powerful in uniting so many people — through purpose, passion and pride — than a football club. It’s people’s identity. It’s their family; their heritage. It’s where they belong. This is something that cannot be undone. The bond, ties and loyalty are forever. And by being here, we are part of the story.

This is no ordinary job. This is an extraordinary opportunity. We are more than staff, players, managers, coaches, analysists, physios, stewards and volunteers. We are friends, supporters, promoters, entertainers, role models and, in some cases, idols and legends. But we cannot be any of these things without each other.

None of us is bigger than all of us. Every day, we strive for better. We are a football club, but we’re at the heart of something much bigger. A club formed from its community now has the power to define its community. We are today’s authors of this black and white story.

This moment has been 146 years in the making. And the next chapter is in our hands. Together, we can achieve greater things. And to achieve greater things we need a great team, and this is where you come in.

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| **Job Title** | Social Media Assistant – Women’s First Team |
| **Line Manager** | Head of Community Projects |
| **Contract** | Casual |
| **Salary** | Voluntary – with expenses for travel to away games covered. CPD opportunities will be available for the successful candidate. |
| **Location** | Clee Fields, opposition venues and Blundell Park |
| **Key internal relationships** | Women’s First Team Head Coach, Community Director, Head of Community Projects, Football Club media team |
| **Purpose of the job**  At Grimsby Town FC we’re committed to climbing through the leagues. This applies to the men’s and women’s team.  We’re looking for a creative and enthusiastic individual to manage and improve our social media coverage for the Women’s team.  The candidate will play a key role in engaging with our supporters and promoting match days, while also building followers – predominantly on X, with the plan to expand onto other platforms. | |
| **Main Roles & Responsibilities**   * Manage and update social media for the women’s team on match days – including match build up, in game updates, final scores and other updates as required * Create match reports the day after a game * Schedule posts ahead of match days to increase interest and engagement * Monitor and respond to any media questions or queries received * Work with the Club’s media team to create a social media plan to grow followers and engagement * Work with the women’s first team and management to create content that fits strategically with the social media plan | |
| **Knowledge & Experience**  To be able to deliver this role, there are skills and experiences we are looking for are:  Essential   * Passion for the women’s game * Aged 18+ * Experience of social media platforms – specifically X * Excellent communication skills * Ability to work as part of a larger Club team but independently when necessary * Available for majority of home and away match days, largely taking place on a Sunday * DBS check   Desirable   * Some experience within the Women’s game * Experience in creating social media plans * Experience in creating images for match days * Existing management of social media channels | |
| **General Information:**   * Maintain a quality service, regularly evaluating work and seeking to make improvements. * Maintain a professional manner when dealing with both internal and external contacts and partners. * To work with colleagues throughout GTFC to extend knowledge and skills to identify and develop best practice. * Carry out duties in accordance with all relevant company policies * Maintain a confidentiality approach to work and adhere to the GDPR regulations. * Actively participate in continuing professional development and an appraisal process. * Represent our core values and promote the brand identity. * Work to support the GTFC B Corp principles. * This Job description 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 consultation in the light of the changing business needs. | |
| **B Corporation**  Grimsby Town Football Club is currently working towards B Corp Certification. B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. To achieve certification, a company must:   * Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80. * Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status. * Exhibit transparency by allowing information about their performance measured against B Lab’s standards to be publicly available on their B Corp profile on B Lab’s website.   B Corp Certification is holistic, not exclusively focused on a single social or environmental issue. And the process to achieve and maintain certification is rigorous and requires engaging teams and departments across the whole organisation. All employees are expected to commit to the journey of achieving B Corporation Status.    **Safeguarding Statement (Delete if not required)**  Grimsby Town Football Club is committed to safeguarding the welfare of children and young people and expects all staff and Volunteers to endorse this commitment. This post requires an Enhanced Disclosure and Barring Service Check (DBS) as such it is exempt from Rehabilitation of Offenders Act (1974). Therefore, all convictions including spent convictions that have not been subject to filtering by the DBS should be declared”. Relevant information and / or documents will be distributed as part of the recruitment process.    **Equality, Diversity and Inclusion**  Grimsby Town Football Club’s commitment to Equality, Diversity and Inclusion is to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy or maternity and to encourage equal opportunities (Protected Characteristics, Equality Act 2010).    Employees of Grimsby Town Football Club must ensure a positive commitment towards equality, diversity and inclusion by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relationships between all internal and external stakeholders. | |