



BURTON ALBION FC COMMUNITY TRUST

PIRELLI STADIUM · PRINCESS WAY · STAFFORSHIRE DE13 0AR U.K.

JOB TITLE	Impact and Media Lead
LOCATION	Burton Albion Community Football Centre The Pirelli Stadium, Princess Way, Burton on Trent, DE13 0AR
REPORTING TO	Community Manager
DIRECT REPORTS	n/a
JOB TYPE	Standard working week of 37 ½ hours to be worked on days and times as agreed noting these may be outside of normal office hours, at evenings, weekends, on bank holidays and on public holidays for events plus additional hours as and when required to meet the demands of the business.

Job Summary

The post holder works closely with the management team to implement and execute social media; and impact and insight strategies; to ensure Burton Albion Community Trust (BACT) activities are visible, accessible and celebrated across a wide range of audiences and platforms.

Role Responsibilities

Social Media

- Drive engagement across all BACT social media channels.
- Create and schedule high-quality, engaging posts, images, and videos in line with brand guidelines.
- Monitor ongoing campaigns to ensure audiences are engaged with the most relevant content.
- Identify and implement new and innovative ideas for promoting BACT programmes.
- Conduct interviews, questionnaires, and videos to showcase the impact of our projects.

Website

- Update and maintain the BACT website, ensuring content is current and relevant.
- Oversee the accuracy and upkeep of booking pages for programmes.
- Design and upload banners, flyers, and other digital assets.

Marketing and Promotion

- Oversee and quality assure the marketing and promotion of all BACT activities.
- Review and maintain BACT's marketing plan.
- Manage multiple projects and briefs, designing and executing content across various formats.
- Create high-quality resources using editing software such as Adobe Premiere Pro.

Impact Reporting and Data Analysis

- Analyse data from internal systems to measure and evidence impact.
- Regularly manage and monitor Salesforce to ensure accurate data capture.
- Work with staff, participants, and partners to develop ways of measuring project impact.
- Design, obtain, and create in-depth impact reports for different areas of work.
- Support the development and maintenance of a fit-for-purpose impact toolkit.
- Analyse both quantitative and qualitative data to generate structured information, trends, and actionable insights.

Stakeholder Engagement

- Work confidently with external media, partners, and stakeholders.
 - Manage internal relationships across the Community Trust and Club.
 - Co-ordinate and lead on player appearances from the men's and women's first teams and Academy, within the community.
- All employees may be required to undertake any other duties as may be reasonably requested.

Health & Safety Responsibilities

- Take responsibility and care for the health and safety of yourself and other employees and members of the public who may be affected by your acts or omissions at work.
- To comply with all aspects of the Club and Community Trust's Health & Safety Policy and arrangements, to enable the company to perform its civil and statutory obligations in relation to Health & Safety.

Safeguarding Responsibilities

- Adhering to safeguarding policies and procedures as outlined by the Club and the Community Trust; and report any safeguarding or welfare concerns to the Designated Safeguarding Officer in the first instance
- This position required an Enhanced DBS check due to the nature of the work involved

Equality, Diversity and Inclusion responsibilities

- Hold a commitment to equality, diversity and inclusion in the workplace and in sport

This 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 changing needs of the organisation

Qualifications/Experience/Knowledge

- A Degree in a relevant area (Media, PR, Marketing, Journalism etc.) or a number of years' experience normally associated with this level of qualification.
- Extensive experience in using Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- Proficiency in Microsoft Office Software
- Demonstrated experience in sharing content on social media and digital platforms – ideally within the sports or entertainment industry for a brand associated with a global reach

Person Specification – Skills/Abilities

- Excellent understanding of the importance of branding.
- Excellent verbal and written communication skills, with the ability to engage with a wide range of stakeholders.
- Strong project management skills, with the ability to manage multiple initiatives and priorities simultaneously.
- Strong organisational skills and competent in administrative duties with a high level of attention to detail – in particular around accurate data and information.
- Ability to adapt to changing circumstances and work effectively under pressure.
- Displays a high level of confidentiality and transparency and is able to contribute to team meetings in a professional manner.
- Flexible approach to meet the nature and demands of the business.
- Proactive, solution-oriented mindset with a commitment to continuous improvement.
- Ability to meet the travel needs of the post (which includes travel to other parts of the UK and abroad as required).

Code of Conduct

The Community Trust expects the highest standards of integrity and conduct in all matters concerning the Community Trust and its employees. The Code of Conduct (along with the Staff Handbook) makes clear the standards of conduct expected from its employees and explains the responsibilities of the Community Trust, as the employer. All employees are expected to act wholeheartedly in the interests of the Community Trust at all times. Any conduct detrimental to its interests or its relations with its customers, suppliers, the general public or damaging to its public image shall be considered to be a breach of Community Trust rules and policies. Discriminatory, offensive and violent behaviour are unacceptable and any complaints or concerns will be dealt with and acted upon.

Equality Inclusion & Diversity

Burton Albion are committed to ensuring that equality, inclusion and diversity of opportunity is at the very heart of everything we do to ensure we provide fair and non-prejudicial access to the services across the Community Trust. We uphold everyone's freedom of rights and choice to be different and aim to provide opportunities for everyone to succeed. It is the policy of the Community Trust that no person, whether player, job applicant, employee, volunteer or customer, shall be discriminated against. The Community Trust opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation. Anyone who is found to be in breach of this could receive disciplinary action, which may well include suspension and dismissal.

The Community Trust is fully committed to the EFL Equality, Diversity & Inclusion Standards and we particularly welcome 'entry level' applications from women, individuals from Black and Minority Ethnicities, the LGBT community and anyone with a disability.

Safeguarding

Burton Albion are committed to and has both a moral and legal obligation to ensure that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the Community Trust and believes that the general wellbeing, welfare and safety of all children and vulnerable adults engaged in Community Trust activities is of the utmost importance. The Community Trust will fulfil its responsibilities by ensuring it displays best practice in safeguarding matters – including Safer Recruitment - , carried out in a spirit of partnership and openness with the child or vulnerable adult, families and the relevant local authority.

Potential applicants are advised to check on the government website (<https://www.gov.uk/tell-employer-or-college-about-criminal-record/what-information-you-need-to-give>) whether cautions / convictions should be disclosed as part of their application.