Coleraine FC

Media Officer

Role Description

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| Job purpose  To provide accurate and engaging copy for the Coleraine FC media outlets. | |
| Website | Write copy based upon information received. Source suitable images from stock. Publish to website.  Regularly review content |
| Social Media | Create engaging copy on stories provided and publish with suitable images.  Regularly review content to ensure accuracy and monitor comments. |
| Match Day | Be available to cover matches, these will be usually on a rota and to fit availability. Match Day coverage involves social media updates with graphics, write a short match report for the website and conduct post-match video interviews for posting on YouTube. |
| Training | Attend training sessions as required and available to gather information, create content and publish. |
| Management: The role will be managed by the club’s Media Manager who will be responsible for supporting the Media Officers and overseeing content quality and accuracy.  The post holder will be a part of a Media Group who will share and allocate tasks. | |
| Training and support: Initially the post holder will be offered training to ensure that processes and style are fully understood. On-going, the Media Manager will conduct regular reviews to ensure that the media group is as efficient as possible. | |
| Scope: The Media Officer role will cover all aspects of the club including content from men’s, women’s and youth squads. It will also cover support for marketing and commercial departments and will support the Media manager as the official voice of the club. | |
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| Role Requirements:   * Some formal training in journalism would be desirable, but a demonstrated ability to write engaging content accurately and concisely will be essential. * Interest in Coleraine FC and Irish League Football will be essential. * Availability to attend matches and training plus availability to post social media content at weekends and in the evening. This will be usually planned. * Some knowledge and experience of posting on social media is desirable. * Some experience of using video (phone or camera) to record interviews is desirable. | |
| Rewards:  This is a voluntary role which is an extremely rewarding opportunity to work in elite sport on a national stage. You will also receive:   * Media Officers branded Coleraine FC “kit” package. * A media pass to attend all Coleraine FC home games. * Annual invitation to attend our Value Volunteers evening. | |