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Digital Media Executive Job Description Summary

**Role Description:**

Oxford United in the Community are seeking a Digital Media Executive to create and develop content for Oxford United in the Community (the Club’s Official Charity), the Oxford United Women’s Team and the Oxford United Academy.

The purpose of the role is to increase awareness of the Charity, Womens and Academy areas of the Club, all of whom have ambitious and exciting growth plans in the coming years.

To ensure the success of the role, and ensure appropriate support for the candidate, whilst employed by Oxford United in the Community this role will sit within the wider Oxford United media team, based at the Oxford United Training Ground.

Reporting to the Club Head of Media & PR, you will have responsibility for, and be involved in, delivering social media content and marketing campaigns that align with the goals of the Club and Charity. Success will be measured by engagement growth, audience reach, and content delivery aligned with strategic goals.

The Digital Media Executive will be responsible for planning, capturing and delivering best in class digital and social content across numerous touch points, and be able to demonstrate excellent written and oral communication skills.

**Main duties and responsibilities:**

* Provide digital marketing support and produce relevant and engaging content to deliver the Charity’s annual marketing and communications plan and directly support its impact reporting and fundraising aims
* Independently cover Oxford United in the Community sessions and events across the county to help tell the story of the programmes they deliver
* Work alongside the Charity CEO to develop and implement digital content plans to support the successful delivery of the Charity’s marketing and communication plan
* Attend Academy and Women’s Team training sessions, capturing and delivering social media content for all relevant platforms
* Occasionally provide social media coverage of Academy and Women’s Team matches
* Manage and maintain the Charity’s social media accounts (Facebook, Instagram, YouTube and LinkedIn) and website, using engaging and relevant content to grow followers and digital reach
* Film and edit high-quality behind-the-scenes footage, case studies, features and interviews for Club and Charity digital platforms
* Ensure clear and consistent voice and tonality of the brand across all digital platforms
* Develop and deliver written match reports, news stories, interviews, match previews, and press releases for use in newsletters and across digital channels

**Required Skills & Experience:**

* Positive and creative thinker, curious, adaptable and a problem solver
* An ability to perform video edits and create content
* Competent in use of Adobe creative cloud, specifically photoshop, illustrator and aftereffects
* A passion for developing and delivering social media content and compelling stories
* Able to work well within a team environment, working seamlessly between the Oxford United in the Community team and Club Media & PR team
* Excellent communication, interpersonal skills and a high level of attention to detail
* You are able to plan content, as well as respond quickly to content opportunities
* You know how to identify and apply insights to create more relevant fan content and experiences
* An understanding of the paid social media landscape
* You can adopt the Oxford United and Oxford United in the Community tone of voice and style
* You are up to date on content trends and best practices

**Why apply?**

This is a full-time permanent role working 37.5 hours per week. Your main base will be the Oxford United Training Ground.

Benefits include:

* 23 days holiday (plus 8 bank holidays) with flexible working hours and TOIL where required for additional weekend work.
* Additional day holiday for your birthday.
* 2 days paid volunteering for another charitable organisation.
* Contributory pension scheme
* Death in service cover
* Match ticket for Oxford United Men’s and Women’s team home league matches

**How to apply:**

Please submit your CV and a short covering letter describing how your think your skills and experience are relevant to this role to community@oufc.co.uk. We will be reviewing applications as they are received and may close the post early if we receive a high level of suitable applicants to interview.

Please note that if you have not heard from us 21 days after submitting then unfortunately your application has not been successful on this occasion.

**Further Information:**

Please note that the appointment of the successful candidate will be subject to standard pre-employment screening, as applicable to the post. Due to the nature of this role this will include right-to-work, proof of identity, enhanced Disclosure and Barring Service (DBS), and references.

Please note that any personal data submitted to the Charity as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. The Charity’s Policy on Data Protection is available on request.

Entry into employment with the Charity and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.