

JOB DESCRIPTION

JOB TITLE:	Content and Communications Executive
NAME OF JOBHOLDER:	TBC
REPORTS TO (TITLE):	Head of Marketing
OFFICE/HO DEPT:	Commercial
DATE:	August 2018

1. MAIN PURPOSE OF JOB (one statement explaining the job's overall objective)

As part of the wider marketing team develop strong media relations to drive positive media coverage and content for the prestigious and high profile Emirates Old Trafford venue.

Manage day-to-day content and communications initiatives across multiple platforms to drive sales, engagement, retention, leads and positive customer behaviour with a specific focus on the conference and events, hotel and music aspects of the organisation.

2. JOB SPECIFIC TASKS (the major end results the job is expected to achieve)

Communications and Media Relations

- Responsible for the proactive creation and implementation of all PR and content plans for Conferences and Events, hotel and music including proactively seeking out news stories, features and content to be used across our owned digital channels and third party channels (on and offline)
- Build and maintain strong working relationships with relevant industry media personnel to proactively 'sell in' news and content to raise the profile of Emirates Old Trafford
- Maintain an up-to-date media contact list (print, digital, broadcast) and be responsible for the day-to-day management of media relations relating to, conferences and events, hotel, concerts and key individuals in the organisation.
- Deal with incoming media enquiries in relation to the non-cricket portion of the business and work with the Media and Content Manager to set up press conferences, initiate stories and broadcasts.
- Research and make recommendations on relevant industry regional and national awards entries

Content and Digital

- Support the Media and Content Manager, with the creation and implementation of the organisation's content plan to maximise engagement and support the digital strategy, across owned and third party channels.
- Ensure all content is on-brand and consistent in terms of style, quality and tone of voice as well as being optimised for SEO purposes.
- Proactively track the impact of all content activity and recommend improvements where necessary
- Support the whole marketing team and wider business with creative copywriting when required.

Corporate Communications

- Co-ordinate corporate and external communications for the business including responding to incoming press enquiries and organising media interviews where required to create a positive media profile for

the business

- To support all staff from the Executive Team down on relevant responses to media enquiries and other issues involving publicity in order to ensure a consistent Club line.

Partners and Sponsors

- Support the Media and Content Manager on all content and digital activity associated with the organisation's partners and sponsors, ensuring effective and efficient implementation of their rights, and development and enhancement of proposed campaigns
- Provide reporting on this activity to measure ROI and deliver partner value

Internal Communications

- Responsible for drafting and completing the Club's internal newsletter to ensure all Club news is effectively disseminated to all members of staff.

Matchday Responsibilities

- Provide ad-hoc support for cricket match days to support the Media and Content Manager with cricket media relations.

Relationships

- Develop effective relationships with key individuals across the organisation, as well as specific external stakeholders including local and regional press and specific industry publications.

Reporting and Communication

- Assist with regular reporting on all media relations and content performance within the marketing department and to any wider individuals within the organisation
- Provide regular content and communications reports relating to C&E, Hotel and music and circulate the document internally.

Personal Development

- Maintain high standards of professional development by:
 - Keeping up-to-date with the latest industry news for C&E, hotel and music
 - Keeping up-to-date with the latest content trends and developments
 - Taking responsibility for identifying personal training / development needs

Admin / Team Support

- Support the wider marketing team with proof reading of all (venue and cricket) marketing collateral
- Maintain an organised filing system in keeping with the Marketing Department Network Folders
- Ensure financial procedures are followed by raising and logging purchase order requisitions and providing regular updates on planned and committed spend.
- Ensure Data Protection Policies are upheld and adhered to at all times
- Provide support to the wider Marketing Team as required covering holiday and sick leave.

3. KNOWLEDGE/EXPERIENCE/SKILLS NEEDED (the expertise needed to perform the job to the required standard)

- Educated to degree level or equivalent is desired but more important is previous experience in a PR, content or communications role.
- Experience of writing creative and engaging copy. Experience of writing copy for SEO would be an advantage.

- Experience of implementing digital content and social media activity would be an advantage
- Commercially minded individual with excellent communication and interpersonal skills
- Strong attention to detail and high standards when it comes to spelling and grammar
- Proactive approach, willing and able to work using own initiative
- Strong organisational and time management skills, able to manage multiple projects with tight deadlines
- Strong interpersonal skills and the ability to build positive and lasting working relationships
- High levels of energy and a flexible approach to working hours, working evenings / weekends, when required
- A desire to be part of a fast-paced team, that want to achieve and evolve to ensure its communications and content are industry leading, innovative and relevant

4. ASSIGNMENT AND PLANNING OF WORK

(from where and how the jobholder's work arises)

Work is assigned by the Head of Marketing

AGREED AND SIGNED BY:

JOBHOLDER:

MANAGER:

DATE:

DATE TO BE REVIEWED: