



Club Doncaster

SECTION	HR
POLICY/PROCEDURE	Job advert, job description & person specification
DATE OF ISSUE	September 13, 2023
DATE OF REVIEW	September 18, 2023

Department	Communications and marketing department
Job title	Media assistant
Salary	Competitive (commensurate with experience)
Contract type	Full time - permanent
Hours	There are no standard hours of work for this role but the minimum contracted number would be 37.5 hours per week over the course of seven days, when deemed necessary. The expectation for this role would be working on Saturdays and Sundays where matchdays for Doncaster Rovers, Doncaster RLFC and Doncaster Rovers Belles dictate, along with three days during the week. The candidate will be required to have a flexible approach to working hours, including match days and such hours as necessary for the full and proper performance of the role, taking into consideration the nature of the club's business.
Responsible to	Media manager
Location	Eco-Power Stadium, Stadium Way, DN4 5JW and all pre-designated matchday venues
Regular working hours	Company office hours are Monday to Friday 9am–5pm. However, with this post there will be weekend and evening work as part of the participation programme working pattern. The post holder may be required to attend all Club Doncaster designated fixtures and events, which will be outside of key working hours.

Purpose of the post:

To assist the media, digital content and marketing managers in raising the profile of all areas of Club Doncaster, including Doncaster Rovers, Doncaster Rugby League Club, Doncaster Rovers Belles, Club Doncaster Foundation, and the Club Doncaster Sports College. Initially, and indefinitely, around 50 per cent of the role will be devoted to Doncaster Rovers Belles specifically.

To support the efficient day-to-day running of the department through the attendance and facilitation of meetings, good working relationships internally and externally, and the production of materials including written, audio and visual content across all club channels including website and social media.

Key duties and responsibilities:

- Assist the media manager in developing and maintaining relationships with local, national, and international media organisations.
- Produce and source content for all Club Doncaster websites.

- Produce and source content for Club Doncaster matchday and event programmes
- Film and edit content for YouTube, iFollow Rovers and other official digital media channels
- Play a key role to ensure the smooth delivery of match day operations.
- Ensure that match day facilities for visiting media personnel meet Club Doncaster's high standards
- Answer and provide a first response query to incoming media enquiries
- Provide an advice and guidance service in relation to Club Doncaster associated accounts
- Implement the marketing and media strategy using online tools such as official websites, social media channels, and publications.
- Ensure all policies and procedures are adhered to.
- Active participation in continuing professional development.
- Promote the brand identity and increase Club Doncaster fan base through positive service delivery.
- Support the whole of Club Doncaster group to promote the events and the business, including additional support at Club Doncaster events such as the Big Bang and major concerts.
- Act at all times with utmost good faith to the club(s) and the Company.
- Devote full attention and ability to fulfilment of the duties required by the role.
- To work closely with, maintain good relationships, and collaborative working practices
- To work with colleagues throughout Club Doncaster to extend knowledge and skills to identify and develop best practice.
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job.
- To maintain the quality of service provision, regularly evaluating work and seeking to make improvements
- Present a professional image when dealing with both internal and external contacts and partners, always acting in a professional manner.
- To cover as and when required at other departments within the Club Doncaster Group
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job.

Club Doncaster Staff competencies:

Our Values

- We are professional in all we do
- We manage our business with respect and integrity
- Pride, passion and performance
- Open, honest brave
- Consistent innovation in all we do
- Energy, enthusiasm, humility
- Win-win relationships

Putting our clients first

- Demonstrates a thorough understanding of the services across Club Doncaster and how these relate to and are affected by the needs and objectives of the organisation
- Knows who the clients are, understands our clients' needs and works hard to ensure that these are met
- Develops positive relationships with clients, handling dissatisfied or awkward clients effectively
- View the resolution of clients' problems as an opportunity to retain and secure future business
- Ensures all clients are dealt with in a proficient and friendly manner, with respect and integrity at all times

Getting things done

- Performs all assigned tasks and procedures efficiently and in a timely manner
- Takes personal responsibility for own actions and decisions and displays a sense of energy and commitment to achieve results that stimulate others to succeed
- Works hard to reach or exceed personal targets and section goals and can take responsibility for several different tasks at a time
- Accepts responsibility for problems that occur and retains ownership until they are resolved, either personally or by someone else
- Manages own time and resource effectively, with appropriate planning and prioritising in advance to improve efficiency
- Uses initiative to act without constantly referring to others and perseveres with repetitive and mundane tasks

Flexibility

- Accepts doing things differently to improve efficiency and reacts positively to changing objectives, priorities and workloads
- Willingly takes on extra responsibility and, where necessary, will work additional or irregular hours to meet the needs of the organisation
- Put forward suggestions and ideas about new and better ways of doing things
- Learns rapidly, adjusting to new situations as they occur
- Demonstrates a commitment to deliver a high quality service at all times

Communication skills

- Communicates effectively and confidently in individual and group situations, contributing and asking questions where appropriate
- Listen to and respects other people's views and opinions
- Any written work required by the role is clear, accurate and to the point
- Presents facts and ideas in a concise and persuasive manner
- Ensures all written correspondence is fluent and structured, using appropriate style and language
- Uses the correct communication technique to suit the situation

Managing self/relationships

- Develops open and effective relationships with all colleagues
- Awareness of impact of own behaviour on others and is able to modify approach or style to achieve results
- Can discuss differences openly and without recrimination
- Share information and keeps all relevant parties informed
- Works to improve self by being pro-active in job function and in assessing training and development needs
- Keep difficulties in perspective and maintain performance and effectiveness in the face of conflicts, tight deadlines, excess workloads and unreasonable client/customer
- Aware of the goals and targets of Club Doncaster ensuring actions contribute towards achieving them

Important information

The above mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Applicants must hold a full driving licence with access to a suitable vehicle and have in date MOT, Road tax and relevant insurance if they are intending to do business mileage for Club Doncaster. It is the employee's responsibility to ensure up to date documentation is provided to Club Doncaster.

Club Doncaster is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment. This role involves work with young people and may be subject to Enhanced Criminal Records Bureau (CRB) checks. Clearance through The FA CRB system is required. As such this post is exempt for the Rehabilitation of Offenders Act (1974) and the applicant must disclose all previous convictions including spent convictions.

Personal skills/characteristics

	Essential	Desirable	Method of assessment (list code below)
Experience Experience in writing match reports and news stories for media and PR.	X		AF/I
Experience in online content management systems.	X		AF/I
Previous experience of working within an elite sports organisation.		X	AF/I
Experience of maintaining social media platforms.		X	AF/I
Working within a team and coordinating team members	X		AF/I
Excellent written and verbal communication skills	X		AF/I
Ability to plan own workload and prioritise	X		AF/I
Ability to self-motivate and work independently	X		AF/I
Qualifications and training Evidence of formal education, detailing a good level of general education	X		AF/I/CQ
Undergraduate qualification in journalism/communications	X		AF/I/CQ
NCTJ preliminary exams		X	AF/I/CQ
Special skills and knowledge An understanding and interest of elite sports, specifically football and rugby league.	X		AF/I
An understanding of and a commitment to equal opportunities issues both in the workplace and the wider community.	X		AF/I
Proficient in use of Microsoft Office systems e.g. Office, Excel, Access and PowerPoint or equivalent system.	X		AF/I
Excellent understanding of written English and the ability to communicate clearly.		X	AF/I
Use of media software such as Adobe Premiere Pro and Photoshop		X	AF/I
Personal qualities Positive attitude when delivering the Club Doncaster brand.	X		I
Excellent written and verbal/presentation communication skills.	X		I
Ability to prioritise and meet deadlines.	X		I
Mature approach to carrying out operational tasks and problem solving.	X		AF/I
Strong interpersonal skills	X		I

Strong communication skills	X		I
Personal circumstances Ability and willingness to work outside normal hours, including evenings and weekends	X		I
Ability to travel independently	X		I
Physical requirements No serious health problem which is likely to impact upon the job performance (one that cannot be accommodate by reasonable adjustments)	X		AF//R
Good sickness/attendance record in current/previous employment (not including any absences resulting from disability)	X		R

AF - Application form

I - Interview

R - Reference

CQ - Certificate qualification

The 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. All employees may be required to undertake any other duties as may be reasonably required. Club Doncaster is an equal opportunities employer.