



## Wakefield Trinity

### Job Description

Media & Content Executive

<b>Company/Section</b>	Wakefield Trinity
<b>Reports to</b>	Media & Communications Manager
<b>Employment Status</b>	Full-time
<b>Salary</b>	£22,000 - £25,000 DOE
<b>Created</b>	October 2024

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### Principal Responsibilities

- Work closely with the Media & Communications Manager to develop engaging content to sit across a range of media.
- Produce high-quality, engaging, and original content across various platforms including digital and social media that supports the club in achieving its ambitious targets across retail, stadia, and partnerships.
- Produce video content including match content, player and coach interviews and behind-the-scenes footage.
- Ensure all design and content assets align with the club's brand identity.
- Help to maintain a consistent brand voice across all channels.
- Ensure consistency with the club's brand guidelines and style.
- Help to cover and promote the clubs various team (First Team, Reserves, Academy, Scholarship, Womens).
- Work flexibly, including evenings and weekends as per the season calendar attending and covering Club fixtures.
- Identify and help manage relationships with external content creators, and partners, to enhance content quality and reach.
- Liaise with internal & external press for both enquiries and to publicise the Club's work.
- Stay updated with the latest content creation tools and technologies, incorporating them to enhance the content production process.
- Stay ahead of industry trends, incorporating best practices and innovative approaches to content creation and distribution.

**Knowledge/Qualifications and Experience**

- Experience in content creation and management, preferably within the sports industry.
- Proficient in content creation tools and software (e.g., Adobe Creative Suite, Final Cut Pro, CMS platforms)
- Excellent understanding of social media platforms, algorithms, and best practices.
- A massive passion for rugby and an understanding of the sport and its culture.
- Ability to work in a pressurised environment, with competing priorities, stakeholders and deadlines.
- Ability to communicate effectively in a variety of ways to different audiences.
- A valid UK driving licence is preferred for this role.
- To be honest, helpful and respectful.
- Self-motivated and the ability to motivate others.
- The ability to use initiative and work flexible hours when required.

*This job description conveys a full and accurate description of the job:*

**Signature**

**Wakefield  
Trinity**

**Date**

**CONFIRMED BY:**

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**RECEIVED AND AGREED BY:**

**Post holder**

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