



JOB DESCRIPTION

Job Title:	Media Officer
Job Holder:	Vacant
Job Type:	Full-Time Permanent Contract
Responsible to:	Assistant Projects Manager
Responsible for:	N/A

Overall Purpose of role:

- create and deliver multi-media content that informs, educates, inspires or entertains our learners, other key audiences and staff
- amplify LFE's content and messaging by working with strategic partners and key stakeholders
- assess the impact of the content created and platforms used

Key Tasks and Responsibilities:

Strategy

- contribute to the development of LFE's Communications and PR Strategy
- implement key elements of LFE's Strategic Communications and PR Plan

Content

- create coordinated, relevant, engaging and high-quality resources across a range of digital media and print platforms, focussing on video and image driven content e.g. multimedia player care packages
- work with Assistant Projects Manager to develop and maintain LFE's website as well as creating content
- drive and grow LFE's social media presence
- continuously identify, produce and distribute case studies that celebrate the success of current and former apprentices
- produce high quality written content across all platforms

Brand

- support the maintenance of a brand style that reflects LFE's values, as well as the aspirations of the vision and mission
- quality assure public facing materials to maintain consistency of branding and messaging, including proof reading



Relationships and Partnerships

- capture club and learner content in person and via a network of club media contacts
- work with LFE's design agency to produce eye catching social media and web assets
- support LFE's wider strategic communications needs, highlighting the impact of LFE's events, initiatives and activities to facilitate the growth of collaborative partnership working
- work with clubs, The EFL & The PFA to manage, maintain and extend local and national media relationships across print and broadcast to ensure LFE gains maximum coverage
- work with nominated Community Trust Study Programme contact to ensure consistency of communications and support growth in coverage

PR

- act as the main point of contact for all media requests, directing and escalating as appropriate
- draft and distribute targeted press releases
- manage and co-ordinate all press at LFE events such as:
 - assessment trials
 - careers events
 - European/Global trips and placements
 - club conferences
 - curriculum training events
- regular liaison (including prior to key events) with media contacts to maintain LFE's profile for potential coverage

CRM

- utilise the CRM and Mautic systems for appropriate Communications, Media and PR processes and delivery
- take responsibility to ensure contact information for the key accounts/contacts you directly work with are updated

Budgets

- work with Assistant Projects Manager to set a budget for communication & PR activities
- work with Assistant Projects Manager and Finance Manager to ensure financial monitoring of Communications and PR expenditure

Assessing Impact



- create and provide quarterly analytics on website and social media usage to inform ongoing development of Communications and PR activity
- undertake an annual Communications Review that draws from Communications and PR elements in other feedback and reports
- undertake bi-annual Communications Survey and Report

General Duties

- contributing, as appropriate to operational plans, development plans and other strategic and operational issues
- taking telephone enquiries and passing messages on, as appropriate
- other occasional duties or projects as requested, when appropriate
- observing and complying with relevant policies and procedures. You should ensure familiarity with your obligations to yourself, colleagues and others on health and safety and equal opportunities issues, ensuring that:
 - you help eliminate discrimination by ensuring the practical application of the equality and diversity policy and reporting incidents of discrimination to an appropriate person
 - you act responsibly with regard to your own health and safety and that of colleagues and apprentices, ensuring any risks are reported and dealt with
- you should fully support the Quality Improvement Strategy and be committed to continuous improvements in the standard of your work
- you should ensure, wherever possible, that the quality of the apprentice welfare, success and experience is positive and improving and remains the focus of your activity
- you should fully engage with the LFE appraisal process and ensure that:
 - training and development objectives are identified and your best endeavours are made to achieve them
 - job performance targets are identified and your best endeavours are made to achieve them

Date of Issue: July 2022

Date Revised: N/A