

Exceptional | Edge | Energising

At Lincoln City Football Club, we believe that people make the difference and accordingly, we don't just look for the usual job requirements. As well as being experts in their technical areas, all of our team members demonstrate and work towards a clear set of traits which differentiate us from the norm.

As a Digital Communications Executive you will be required to demonstrate behaviours reflecting the following traits, which we have termed the 3Es: Exceptional, Edge and Energising.

Exceptional

- **Forward thinking**
 - You will think ahead and prepare for future tasks and opportunities;
 - You will seek and provide new ideas and solutions to overcome challenges.

Edge

- **Streetwise**
 - You will work smart and demonstrates the know-how to win;
 - You will develop key relationships and networks effectively.

Energising

- **Finds a way**
 - You deliver results, within a team;
 - You develop and implement strategies to achieve positive outcomes.

JOB TITLE:	Digital communications executive
DIRECTORATE:	Sales
REPORTS TO:	Senior communications manager
RESPONSIBLE FOR:	N/A
LOCATION:	LNER Stadium
HOURS:	40 per week
MATCHDAY WORKING:	HOME <input type="checkbox"/> AWAY <input type="checkbox"/> BOTH <input checked="" type="checkbox"/>
DATE:	ASAP
DBS Check:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Job purpose

Lincoln City Football Club is seeking a creative and passionate digital communications executive to lead our online content strategy and execution.

The ideal candidate will have a deep understanding of digital communications, marketing, excellent storytelling skills, and a love for football. This role involves managing the club's digital presence, creating engaging content for our fans, and driving growth across all digital platforms.

Application process

To be considered for this position, please complete the relevant form on the EFL website, ensuring all questions are answered. The deadline for applications is 5pm on Wednesday 2 October 2024.

Key Responsibilities

- Create, edit, and publish high-quality content across all digital platforms, including the club's website, social media, email newsletters, and mobile app, that aligns with the club's brand and marketing goals. Engage with fans through regular posts, live updates, and interactive content.
- Plan and execute content campaigns around key events such as matchdays, player signings, and community events.
- Produce and source content for the Lincoln City FC, Lincoln City Women and Lincoln City Foundation website, social media and CRM marketing. Monitoring social media trends and adjust strategies to maximise engagement.
- Leverage data and insights to optimise communications strategies across all channels, utilising analytics tools to measure the effectiveness of social media campaigns, providing regular

performance reports. Also provide analysis to refine content strategies and improve campaign outcomes.

- Showcase a creative and forward-thinking approach, championing new and emerging trends within the industry, with a particular emphasis on innovative initiatives. Expand coverage of emerging trends and initiatives, including esports.
- Manage and grow the club's social media channels (Instagram, TikTok, LinkedIn, X, Facebook, WhatsApp, Threads etc).
- Aid the senior communications manager and press office in developing and maintaining relationships with local, national, and international media organisations.
- Oversee the production of multimedia content including videos, podcasts, and infographics. Film and edit content for Imps+, YouTube and other official digital media channels.

General responsibilities

- Carry out duties in accordance with all relevant company policies, including, but not limited to, the Code of Conduct, Equality, Diversity and Inclusion Policy, Health and Safety Policy, Safeguarding Policy and Social Media Policy;
- To safeguard and promote the welfare of all children, young people and adults at risk;
- To be vigilant and support all safety and security operations;
- Act always with utmost good faith to the Club, Foundation and the Company;
- Devote full attention and ability to fulfilment of the duties required by the role;
- Other duties as reasonably requested by a member of the senior management staff;
- To work closely with partnership organisations, to maintain good relationships and collaborative working practices;
- To work with colleagues throughout Lincoln City Football Club & Foundation to extend knowledge and skills in order to identify and develop best practice;
- Deal with enquiries and general day-to-day liaison with customers, colleagues and partners;
- Carry out general office duties including data recording, filing, photocopying, sending and receiving emails;
- Active participation on continuing professional development and the appraisal process;
- 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, acting in a professional manner always;
- To cover as and when required at other departments within Lincoln City Football Club & Foundation;
- To recognise commercial opportunities across all products within Lincoln City Football Club & Foundation;
- Promote the brand identity and increase Lincoln City fanbase throughout;
- To support the Lincoln City Football Club green energy saving strategy and meet all requirements including but not exclusive to recycling, waste reduction, energy efficiency; and
- Any other duties commensurate with the grade and falling within the scope of the post, as requested by the Chief Executive.

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.

Lincoln City Football Club & Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment.

Key relationships

- Senior communications manager
 - Head of digital
 - Chief growth and innovation officer
 - Director of sales
 - Communications assistants
 - Club photographers
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Scope of job

- To deliver fresh, high-quality multimedia content; creating, editing and publishing content across digital platforms, ensuring alignment with the club's brand and marketing goals.
- To build an engaging social media presence, engaging with fans through interactive content.
- To help ensure smooth delivery of home and away matchday operations for club and external media personnel.
- To track digital content performance using analytics tools.
- To champion new industry trends and innovative initiatives.

Person specification

Job Title: Digital communications executive

KNOWLEDGE

The level and breadth of knowledge to do the job, eg. understanding of a defined system, method or procedure, legal or regulatory frameworks etc

Essential

- Strong understanding of creating, editing, and publishing content across various digital platforms, including websites and social media.
- Proficiency in managing and growing social media channels such as Instagram, TikTok, LinkedIn, X, Facebook, WhatsApp, and Threads.
- Knowledge of multimedia production, including video filming and editing, and graphic design.
- Familiarity with digital marketing strategies, including content marketing and email marketing.
- Experience with using analytics tools to measure the effectiveness of digital campaigns and content.
- Understanding of matchday logistics and requirements for media personnel.s
- Interest in and knowledge of emerging digital trends, including eports and innovative digital initiatives.
- Awareness of current trends in digital communication, especially within sports and entertainment sectors.
- Proficiency with creative software and tools (e.g., Adobe Creative Suite) for content creation and editing.
- Understanding of web development and content management systems (CMS), particularly for maintaining and updating websites and apps.
- Experience in engaging and interacting with a diverse online community.
- Knowledge of PR practices and experience working with media organisations.

TECHNICAL/WORK-BASED SKILLS

Skills specific to the job, eg. computer competency, typing skills, coaching skills etc

Essential

- Strong attention to detail.
- Strong organisation skills.
- Positive attitude towards challenging tasks.
- Able to solve problems independently.
- Team player and ability to meet deadlines under pressure.
- Learning mentality, looking to constantly improve and pick up new skills/attributes.
- Promote, adhere to and implement the club's equality policy and to work consistently to embed equality and diversity within the club.

GENERAL SKILLS AND ATTRIBUTES

More general characteristics, eg. flexibility, communication skills, team working etc

Essential

- Bachelor's degree in marketing, communications, journalism, or a related field.
- Must hold a valid UK driving licence

- Creative thinker with a proactive approach to problem-solving.
- Strong interpersonal and communication skills.
- Ability to work under pressure and meet tight deadlines.
- Enthusiastic team player with a collaborative mindset.
- Passion for football and knowledge of Lincoln City Football Club is highly desirable.
- Excellent organisational and project management skills.
- Ability to work flexible hours, including evenings and weekends, as required.

EXPERIENCE

Proven record of experience in a particular field, profession or specialism

Essential

- Digital content creation
- Social media management
- Digital marketing campaigns
- Analytics and performance tracking
- Event and campaign planning
- Familiarity with website content management systems
- Emerging trends and innovation
- Technical skills
- Creative collaboration

Desirable

- Public relations and media engagement
- Community engagement
- Sports industry experience