Media & Communications Manager

Salary: £28,000 – £35,000 per annum (dependent on experience)
Employment Type: Full-time (including evenings, weekends and matchdays)

About the Club

Hednesford Town Football Club is an ambitious, upward-moving football club with a clear long-term aim: to become the best non-league club in the country and build towards EFL status over time.

The club operates with a *Best in Class, Local First* philosophy — combining high standards, strong leadership, professional delivery and a deep connection to its community. Across football, operations, infrastructure and supporter experience, Hednesford Town is building an environment that performs above its current level in the football pyramid and is committed to long-term, sustainable growth.

This is not a club looking simply to maintain where it is. It is a club building for where it intends to go.

Organisational Context

As part of the club's ongoing organisational development and professionalisation, key roles across Hednesford Town Football Club are being formally defined to create greater clarity, accountability, consistency and alignment with the club's long-term ambitions.

This document sets out the scope, standards, responsibilities and expectations attached to the role of Media & Communications Manager within that structure.

Role Title

Media & Communications Manager

Department

Media & Communications

Reports To

Chief Executive

Direct Reports

None currently, with scope to build and lead a Media and Communications Team over time

Key Working Relationships

- Chief Executive
- Commercial & Operations Teams
- Ticketing / Membership / Administration Staff
- Media & Communications Team
- First Team Manager, Sporting Director and football staff
- Women's and development pathway staff
- Matchday staff and volunteers
- Sponsors, commercial partners and event clients
- External media, suppliers and stakeholders

Role Context

The Manager & Communications role sits as a profile-led, engagement-driven function with a clear commercial impact within the club's wider structure.

The role carries responsibility for shaping how the club is presented externally, driving audience growth and engagement, and supporting revenue generation through effective communication, content and marketing activity.

This is not simply a media role. It is a broad, all-round communications position requiring strength across PR, content, digital and storytelling. The role will evolve as the club grows, with the expectation that the successful candidate will help shape and lead a developing media function.

A key part of the role is ensuring that football activity across the men's, women's and development sides is effectively communicated and integrated into the club's wider commercial and supporter-facing approach.

Role Purpose

To lead the delivery of Hednesford Town Football Club's communications and media activity, while supporting marketing and commercial objectives across the club.

The role is responsible for enhancing the club's profile, growing its audience, and supporting key revenue streams including ticketing, memberships, partnerships and events through high-quality, consistent and professional output.

Role Scope

The Media & Communications Manager supports the development and execution of the club's communications, content and marketing activity across all platforms.

This includes:

- PR and media relations, including press releases and external communications
- Matchday content delivery across men's and women's teams

- Coverage of development team activity (attendance not always required)
- Digital content creation across all club platforms
- Marketing support linked to ticketing, memberships and events
- Sponsorship visibility and partner activation through content
- Contribution to the club's overall brand, growth and positioning
- Supporting the future development of a structured media and communications function

Key Responsibilities

1. Media, Communications & PR

- Lead the creation and delivery of all club communications and media output
- Produce high-quality written content including: Match previews and reports; Press releases and official club statements; Features, articles and interviews
- Act as the primary point of contact for media enquiries
- Manage media relationships and press operations
- Ensure consistent, professional and accurate messaging across all platforms

2. Digital, Content & Audience Growth

- Manage the club's digital platforms including website and social media
- Plan and deliver structured content aligned with fixtures and campaigns
- Create engaging content that reflects the club's identity and ambitions
- Grow and engage the club's audience across all channels
- Monitor performance and refine output to support engagement and commercial outcomes

3. Marketing & Commercial Support

- Support the delivery of campaigns to drive: Matchday attendances, Season tickets and memberships, Events, hospitality and club initiatives
- Assist in promoting sponsors and commercial partners through content and activation
- Support partner visibility and fulfilment through effective communication
- Align communications output with commercial priorities and growth opportunities

4. Matchday & Football Coverage

- Attend all first-team fixtures, home and away
- Attend women's first-team home fixtures (played at Keys Park) and support coverage
- Provide coverage of development team fixtures where required (attendance not always necessary)
- Lead matchday media delivery across digital platforms
- Provide live updates, content and post-match reporting
- Work closely with the First Team Manager, Sporting Director and football staff to capture key moments and insights

- Ensure professional, consistent and timely matchday output

5. Department Development & Leadership

- Support the development of a more structured media and communications function
- Contribute to building processes, standards and ways of working
- Assist in the future recruitment, coordination or management of additional media resource as the club grows
- Help establish a scalable and professional communications operation

6. Cross-Club Integration

- Work across departments to ensure aligned communication and delivery
- Support the integration of football, commercial and operational activity
- Contribute to a unified and professional one-club approach

Standards and Expectations

- Operate with professionalism, energy, initiative and consistency
- Maintain high standards of communication, organisation and delivery
- Be a strong all-rounder across media, PR and content creation
- Demonstrate attention to detail and editorial accuracy
- Be proactive, reliable and adaptable in a fast-paced environment
- Be commercially aware and understand how communications supports revenue
- Uphold standards that reflect an ambitious football club building for the future

Working Pattern

- Working pattern varies in line with football and club activity
- Includes evenings, weekends and matchdays
- Attendance at first-team fixtures (home and away) required
- Attendance at women's home fixtures required
- Development team coverage required, with flexibility on attendance
- Based at Keys Park with travel as required

Person Specification

Essential

- Experience in communications, media, PR or marketing
- Strong writing ability across multiple formats (match reports, PR, digital content)
- Experience managing social media and digital platforms
- Ability to operate as an all-round media professional
- Strong organisational skills and attention to detail
- Confidence working across departments and with stakeholders
- Understanding of football and the matchday environment
- Commercial awareness and understanding of audience engagement

Desirable

- Confident in public speaking with the ability to represent the club in public-facing settings
- Experience within a football club or sports organisation
- Experience writing press releases and managing media relations
- Experience delivering marketing campaigns (ticketing, memberships, events)
- Photography, videography or editing capability
- Experience supporting sponsorship or commercial activity
- Experience managing or leading others
- Full UK driving licence

Qualifications / Experience

Essential

- Relevant practical experience appropriate to the role

Desirable

- Qualification in marketing, media, sport or a related field
- Experience using digital platforms, analytics or content tools

Measures of Success

- Growth in digital engagement and audience reach
- Increased matchday attendance and supporter engagement
- Strong and consistent media and PR output
- Effective support of marketing and commercial campaigns
- Positive representation of the club across all channels
- Contribution to commercial and revenue-generating activity
- Development of a more structured and professional media function over time

Authority and Responsibility

- Responsible for the day-to-day delivery of communications and media activity
- Supports marketing and commercial delivery through content and campaigns
- Contributes to the development of the club's communications function
- Works independently while aligning with the club's strategic direction

How to Apply

Please submit your CV to **careers@htfc.co.uk**

Examples of relevant work (such as social media, written content, or other media output) are welcomed but not essential.