



LEWES FC | JOB OPPORTUNITY

Communications Manager

Job Title: Communications Manager

Employer: Lewes FC

Hours & Availability: 40 hours/week including some home matchdays

Location: The Dripping Pan (but with flexibility to work from home)

Remuneration: £30,000

Reports to: CEO

Reports: Interns, freelancers and volunteers as well as manage our relationship with agencies

Key relationships: CEO, Directors, Fan and Community Engagement Officer, volunteers, agency partners, Ownerships Officer, Commercial Manager, 1st Team Managers, 1st Team Captains and players.

Who we're looking for

- You are highly motivated, creative and fully aligned with Lewes FC's values.
- You are willing to roll up your sleeves, and excited to be a big part of the club.
- You are an excellent people manager and can get the most out of teammates and volunteers and can work collaboratively to reach goals and targets.
- You work well under pressure and can multi-task and deal with competing priorities in a calm, professional manner.
- You back the stances the club has taken on issues such as equality and anti-gambling and understand the positive impact that football can have on culture and society.
- You are confident with understanding data and communicating evidence to make the case for certain decisions and activations.
- You are not afraid of how big this role looks but excited by the challenge and opportunities this brand-new role provides.

What does success look like?

- Our club communications are cohesive, coherent and professional but retain the club's brave, unique voice and a sense of fun
- Our owners and fans feel more and better connected to the players, coaches and staff through fun, insightful and enhanced creative content.
- Our team of communications volunteers learn and develop and are well-managed with clearly communicated processes and timelines.

Background

Lewes FC is a unique, 100% community-owned club with a big personality. Lewes FC remain the only club in the world to split our playing budget and resources equally between our men's and women's sides and we take a strong stance against gambling adverts in football. We have over 2200 fan-owners living in 37 countries around the world. Our owners are a diverse bunch who like quality winning football and the drive for equality, transparency and integrity in the beautiful game.

We're about to embark on another exciting chapter in our history with our men's side determined to fly the mighty Rooks to the next level - and our Championship women's side vying with the likes of Crystal Palace, Charlton and Sunderland.

We are seeking a Communications Manager to manage and professionalise our day to day football communications (promoting games, sharing matchday/player/club news, running matchday communications), increase our behind the scenes footage and player-focused content, and create inspirational football-for-good content for audiences around the world that also helps to share our unique story and ethos and create more fans and owners.

This role is a crucial lynchpin in the club, and excellent communication skills are a must to work successfully and collaboratively with colleagues, Directors, volunteers, fans and community partners, each of whom may have competing interest or demands.

Our club channels currently include our website, [online programme](#), Youtube, Meta, Twitter, Instagram and LinkedIn. We have multiple accounts to cover our men's team, our women's team and sometimes just a club account. We have strong relationships with local, national and international journalists

Role and Responsibilities

Maintain and manage club voice and brand.

- Work with staff, Directors, coaches, players and volunteers to ensure all club communication is coherent, consistent, and professional and in line with club voice, principles and values.

Manage a large number of volunteers and freelancers to run the week-to-week production of content and communications for our website, social media newsletter and other channels.

- Create, maintain and manage club content calendars and posting protocols and ensure clear plans are well communicated and used by volunteers, staff and Directors.
- Manage freelancers, partners and volunteers to generate and post social and website content.
- Write or manage the club newsletter and mailing lists (Mailchimp).
- Develop and post (or manage volunteers to post) regular matchday, club and team information (eg player announcements, match previews and reports, manager interviews, highlight packages and the match centre/online programme).
- Coordinate matchday broadcasts and livestreaming.
- Organise player interviews, podcasts, written and video content.

Manage the website and digital matchday programme.

- Manage website and matchday programme contributors and ensure functionality/look & feel are maintained, including using the CMS correctly, using right-sized images, following brand guidelines (we use Wordpress).
- Update or manage the website updates of news stories, fixture changes, player announcements and club stories.
- Liaise with the website designers and support team where necessary.

Lead on creative thinking, ideas and concepts for fun, unique content to attract and engage new and existing fans, owners and commercial partners.

- Create, share and develop inspirational or thoughtful content around our social purpose work including player-centred initiatives (eg, Breast Cancer UK support), external campaigns (eg Rainbow Laces, Kick It Out, Heads Up) our club campaigns (eg equal FA Cup prize money, anti-gamblification of football).
- Oversee and develop interesting fan/owner content, events and initiatives that encourages fan engagement (eg player meet and greets, quizzes, polls, prizes and gifting) in collaboration with relevant colleagues.
- Manage the briefing and production of our famous matchday posters.

Manage our relationship with external partners and the media.

- Manage and fulfil the communications' requirements of partnerships with sponsors and media partners in the best interests of the club and identify suitable opportunities for potential partners.
- Respond and engage with external stakeholders whilst maintaining club voice and ethos.
- Manage relationships with journalists, pitch stories, draft press releases, manage press requests and liaise with players.
- Liaise with FA Marketing Dept, represent the club at FA meetings and fulfil FA Marketing requirements.

Lead the development and implementation of a club Communications strategy to promote our teams, increase matchday attendance, bring on board new club owners and share club goals and ethos.

- Segment and understand our club's fanbase and ownership base, collect and analyse club data and evidence and use to develop and inform a whole-club Communications Strategy.
- Stay on top of relevant research and trends and feed insights back into club strategies.

Qualifications, Skills and Experience

- BA in Communications, Journalism and/or Marketing or other relevant experience.
- 3-5 years relevant experience in communications coordination, content creation
- 1-2 years' experience of managing staff or volunteers.
- Excellent understanding of social and traditional media.
- Content creation skills including photography, videography and graphic design.
- Excellent IT skills including knowledge of using wordpress
- Knowledge of how to develop and implement creative communication strategies.
- An understanding of why and how we are a different type of football club.
- A self-starter with innovative ideas and a problem-solving attitude.
- Excellent interpersonal skills and the ability to communicate and get on with diverse groups of people.

Lewes FC prides itself as an equal opportunity employer and we encourage and welcome applications from all candidates including those from under-represented backgrounds such as women, people with disabilities, BAME and LGBTQ+ candidates.

Given the low levels of diversity in football, we understand that candidates from under-represented backgrounds are unlikely to have been given adequate opportunity in the game. Consequently, we will ensure that the application process does not unduly favour candidates with such experience over applicants without it.

To apply, please email a CV and cover letter outlining why you'd be great for the role alongside any relevant experience to ashley@pineapplecareers.com. Deadline is August 4.