

DIGITAL CONTENT CREATOR

JOB INFORMATION PACK



INTRODUCTION & HOW TO APPLY



About the job

Thank you for expressing an interest in our vacancy for a Digital Content Creator at Bradford City AFC. This is a full-time, permanent post.

The Digital Content Creator will form a part of the club's communications department, enhancing its growing media and marketing operation, and assisting the commercial department, through the creation and publishing of video content and digital assets.

About the club:

Bradford City AFC is a professional football club currently competing in the fourth tier of the English football league system.

Bradford City AFC is committed to safeguarding and promoting the welfare of children and young people and we expect all staff and volunteers to share this commitment.

Bradford City AFC actively promotes inclusion, confronts and eliminates discrimination, and we encourage equal opportunities. We welcome applications from all suitably qualified persons.

How to apply:

Please forward a structured and up-to-date copy of your CV, along with a covering letter and digital portfolio/examples of your work, to careers@bradfordcityafc.com

Want to know more?:

If you would value a conversation before making an application please contact our Media Manager, Lewis Redmond, by email at lewisredmond@bradfordcityafc.com

Important dates:

Closing date: **Friday 26th January 2024** (Midday)
Shortlisting: **Monday 29th January 2024**
Interview date: **Monday 5th February 2024**

On the following pages you will find a job description, a person specification, and a summary of how we recruit. Please read these carefully and get in touch should you have any questions.

Kind regards,

Ryan Sparks
Chief Executive Officer

JOB DESCRIPTION



Job Title: Digital Content Creator (Full-Time)
Employed by: Bradford City AFC
Location: University of Bradford Stadium, Valley Parade, Bradford, BD8 7DY
Responsible to: Media Manager
Purpose of role: To work collaboratively with communications staff to enhance the club's growing media and marketing and commercial operations, through the filming, editing, and uploading of high-quality video content and digital assets to the club's official channels.

Key relationships: Media Manager
(Internal) Head of Marketing
Content Manager
Freelance, part-time and voluntary communications staff

Key relationships: Club Sponsors and Partners
(external): Third Party Agencies

Main Responsibilities:

- Film, edit, encode, and upload video content for the club's official digital channels.
- Manage the club's official TikTok channel.
- Maintain current video features across the club's digital channels.
- Design and create graphics and motion graphic content for use across the club's official digital channels and video productions.

Other Requirements and Responsibilities:

- Work alongside Media and Marketing Staff to strategise content for the club's digital channels.
- Help fulfil the club's commercial obligations through the filming, editing, and uploading of video content, and the creation of graphic content.
- Maintain the use and implementation of the Bradford City brand, alongside the Head of Marketing.
- Develop and maintain a good understanding of the culture and values of Bradford City AFC, always acting in the best interests of the Club.
- All other requirements and responsibilities identified by the Line Manager that support the existing and developing needs of the Club and are within the level of responsibility and capabilities of the postholder.

Ongoing Development and Training:

- To fulfil the requirements and to continue the development of the role there will, from time to time and as identified by the Line Manager, be a requirement to undertake further internal and/or external training.
- Where possible any such training will be undertaken during contracted hours however if this is not practical it will be recorded as time off in lieu (TOIL).

Summary of Terms and Conditions:

| | |
|---------------------|--|
| Contract type | Full-time, Permanent |
| Working hours | 40 per week |
| Working pattern | A flexible working pattern in agreement with the Line Manager and in line with the evolving needs of the Club's marketing strategy. This includes all matchdays which necessitates frequent evening and weekend working. |
| Rate of pay | £24,000 per annum. |
| Annual leave | 28-days inclusive of public holidays. |
| Pension | There is a defined contribution pension scheme to which eligible staff will be auto enrolled. Employees who do not meet the auto enrolment criteria are eligible to join the Scheme, subject to certain provisions. |
| Probationary period | Appointments for employees are made subject to the satisfactory completion of a probationary period of six months. |

PERSON SPECIFICATION



Job Title: Digital Content Creator (Full-Time)
Employed by: Bradford City AFC
Location: University of Bradford Stadium, Valley Parade, Bradford, BD8 7DY
Responsible to: Media Manager

| | Essential | Desirable | Method |
|---|-----------|-----------|--------|
| Education and Training | | | |
| Educated to degree level or a comparable creative qualification. | | Yes | CV, I |
| Experience and Skills | | | |
| Strong filming and video-editing skills (with either Adobe Premiere Pro or Final Cut Pro). | Yes | | CV, I |
| The ability to produce motion graphics to support the story-telling elements of the club's communications output, using software such as Adobe After Effects. | Yes | | CV, I |
| 1+ years' experience of working in a similar role, or a role which clearly shows experience of the essential requirements of this job. | Yes | | CV, I |
| Understanding of and experience with video and audio encoding technologies. | Yes | | CV, I |
| The ability to take a concept from an initial brief right through to creation. | Yes | | CV, I |
| Clear understanding of producing video content for social media and other digital platforms and good knowledge of the industry. | Yes | | CV, I |
| Experience in managing a professional TikTok channel. | | Yes | CV, I |
| Proficiency in Adobe Creative Suite (Photoshop and InDesign). | | Yes | CV, I |
| Experience working in full-time professional sport. | | Yes | CV, I |
| Experience in liaising with external organisations (such as partners, sponsors, or clients) on joint initiatives and working across commercial projects. | | Yes | CV, I |
| Ability to conduct interviews. | | Yes | CV, I |
| Experience working with professional social media accounts. | | Yes | CV, I |
| Qualities and Aptitudes | | | |
| A forward-thinking, innovative individual who is confident working both independently and as part of a team. | Yes | | Le, I |
| Excellent communication and interpersonal skills. | Yes | | I |
| Able to work responsibly in the presence of high-profile athletes. | Yes | | I |
| A passion for delivering a first-class customer experience through the Club's digital platforms with a focus on their continuous evaluation and improvement. | Yes | | I |
| Able to communicate professionally and engage positively with a wide and diverse range of external stakeholders. | Yes | | I |
| Able to relate effectively and establish and develop trusting and productive working relationships with internal stakeholders. | Yes | | I |
| Any Other Requirements | | | |
| Able to work flexibly with an acceptance that working days and hours will at times be reactive to the needs of the role. | Yes | | Le, I |
| Proven awareness of and sensitivity to equality, diversity, and inclusion within the workplace. | Yes | | Le, I |
| An understanding of the importance of data protection and the General Data Protection Regulation (GDPR) and a commitment to promote, embrace and adhere to relevant policies. | Yes | | Le, I |

A: Application form **CV:** Curriculum Vitae **Le:** Covering Letter **I:** Interview **P:** Presentation

RECRUITMENT GUIDELINES



Disability:

Please make us aware if you require adjustments making at any stage of the recruitment process or provide us with any information that you feel relevant whilst we consider your application.

If you are selected for interview, we will ask if you have any access needs or if you need any adjustments to be made for the interview. Be assured that we are supportive in discussing reasonable adjustments at all stages of the recruitment process. Should you have questions about the way that we are working, or our recruitment methods, please do not hesitate to contact, in the strictest of confidence, our external human resource partner, Andrew Crawford at andy@crawfordhr.com

Experience, knowledge, skills, and abilities:

The person specification lists minimum requirements for the post. During the shortlisting process the recruitment team can only consider information relative to the needs of the role and they are not able to make assumptions. It is therefore important that you have read and understood the job description and the person specification documents to ensure that you highlight the necessary experience, knowledge, skills, and abilities in your covering letter and CV.

Entitlement to work in the UK:

Any job offer will be conditional subject to confirmation that you are permitted to live and work in the UK in accordance with the provisions of the Asylum and Immigration Act 1996. You will be asked to provide evidence of your entitlement to work in the UK should you be shortlisted for interview.

References:

Any job offer will be conditional subject to the receipt of satisfactory references. One should be from your current or most recent employer, the second from a previous and relevant work experience. It is critically important that both referees are able to comment on your suitability to the role.

Criminal convictions:

Anyone who applies to work with us will be asked to disclose details of unspent convictions during the recruitment process. Having a criminal record does not necessarily bar you from working for us however this will depend on the type of job that you have applied for and the nature of the conviction.

Data Protection:

The information provided on the application form will be held in the strictest confidence. We process this information in line with our privacy policy. If you are successful in your application the information will be used to administer your employment with us. By applying, we assume that you agree to the processing of your data in accordance with our privacy policy.

Equality, Diversity, and Inclusion:

Our aim is to have a workforce that reflects the diversity of talent, abilities, and skills drawn from across our community. In line with the Equality Act 2010, we will monitor the composition of our workforce to ensure it is representative and that staff are treated equally and fairly. Recruitment will be made solely on the basis of the applicant's abilities and individual merit as measured against the criteria for the job.

Other Policies:

We have a range of policies and processes in place to protect you, to protect us and to safeguard those who use our services and who visit us. Should you accept any offer of employment made by us you commit to work within and actively promote these policies at all times.

They include but are not exhaustive to Health & Safety, Data Protection, the General Data Protection Regulation, Information Governance, Safeguarding, Performance Management, Equality, Diversity and Inclusion and Equal Opportunities, and a range of Personnel and Financial Processes.



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BRADFORD CITY FOOTBALL CLUB
UNIVERSITY OF BRADFORD STADIUM, VALLEY PARADE, BRADFORD, BD8 7DY