

JOB DESCRIPTION

Media & Content Manager



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Job Title	Media & Content Manager
Salary	£24,000 – £27,000 DOE
Location	Primary base is Rodney Parade, Newport, but also the club's training base at Ystrad Mynach. Plus, travel to senior fixtures as required.
Hours of work	37.5 hours per week, plus match days and events. Additional hours will be required for some evening and weekend work as needed.
Responsible to	Head of Communications & Marketing
Responsible for	Match day content staff
Contractual Status	Permanent, Full Time Subject to successful completion of 6-month probationary period
Role Summary	<p>An exciting opportunity has arisen for a creative, driven, and motivated candidate to join the communications team at Dragons RFC in the role of Media & Content manager.</p> <p>You will be responsible for developing and executing the club's content strategy across all platforms. This role requires an individual capable of delivering compelling content that resonates with our supporter base and partners.</p> <p>As a natural storyteller, you will have a keen eye for detail and editorial skills along with being proficient in content creation tools and software.</p> <p>You will also lead on producing engaging content that supports the Club in achieving its commercial objectives across retail, partnerships, and venue, whilst growing our fanbase.</p> <p>This is a fantastic role for someone possessing the attributes of building trust, being organised, valuing others, and communicating effectively.</p> <p>We're looking for an ambitious individual who will work with media partners, external content creators, agencies, and our partners to continually improve our content to reach and engage our passionate fanbase.</p>
Key Relationships	<ul style="list-style-type: none"> • Senior Management team at Dragons RFC • Dragons/Newport County staff. • Media – both local and national

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	<ul style="list-style-type: none"> • Appointed sports marketing agency • Graphic design partners • Sponsors and commercial partners • Season Members & DOSC • Governing bodies, including WRU, URC, EPCR • Other clubs
Key Responsibilities, Tasks and Activities	<p><i>JOB ROLE</i></p> <ul style="list-style-type: none"> • Comply with the Dragons RFC Employee Handbook guidance and policies • Develop and implement a comprehensive content strategy that aligns with the Club’s brand and commercial/community objectives. • Manage the delivery of all rugby-related editorial and video content on club channels throughout the playing season and at all other times. • Oversee and produce editorial and video content to cover the activities of the Dragons RFC Academy and Dragons RFC Community teams, providing support as necessary. • Produce high-quality, engaging, and original content across various platforms including digital and social media that supports the club in achieving its ambitious targets across retail, stadia, and partnerships. • Ensure all content is consistent in tone, style, and quality, reflecting the club’s brand and voice. • Help drive the management of a Club editorial calendar, ensuring timely and relevant content. • Develop and oversee the execution of strategies to deepen engagement with fans, enhancing their connection to the club through compelling storytelling and interactive content. • Prioritise the adoption of data, analytics, and insight to continually refine and improve content strategies. • Implement initiatives that celebrate and amplify fan-generated content. • Identify and help manage relationships with external content creators, and partners, to enhance content quality and reach. • Collaborate with media to ensure optimal coverage and visibility for the club to grow the club’s fanbase to support its objectives. • Be able to influence and negotiate with department heads on the correct approach to content and channels, based upon a clear knowledge of industry and best practice. • Stay updated with the latest content creation tools and technologies, incorporating them to enhance the content production process. • Stay ahead of industry trends, incorporating best practices and innovative approaches to content creation and distribution.

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	<ul style="list-style-type: none"> Any other reasonable duties as directed by the Communications & Marketing Manager. <p>MATCH DAY</p> <ul style="list-style-type: none"> Attend all senior home fixtures and travel with the team to away games, to ensure full and expansive coverage across all channels. Be the point of contact for media enquiries – both live broadcasters and written media. Assist with the pre-match and post-match interviews when required. Ensure audio and camera equipment is functioning and edit and publish post-match content to meet tight deadlines. Support with coverage of the Dragons Academy when required. <p>GENERAL</p> <ul style="list-style-type: none"> To represent Dragons RFC at all times in a professional manner. Any other duties deemed necessary by Head of Department.
Continued Professional Development	Dragons RFC are committed to providing CPD for the successful candidate. We expect the successful candidate to undertake available training courses and research to enhance personal knowledge, skills and experience.
PERSON SPECIFICATION	
Experience	<ul style="list-style-type: none"> Experience in content creation and management, preferably within the sports industry.
Skills & Qualifications	<ul style="list-style-type: none"> A valid UK driving licence is required for this role. Strong storytelling and editorial skills with a keen eye for detail. The ability to source, research and produce new and engaging content for channels on a daily basis. Proficient in content creation tools and software (e.g., Adobe Creative Suite, Final Cut Pro, CMS platforms) Excellent understanding of social media platforms, algorithms, and best practices. Exceptional project management and organisational skills. An innovative working style, creative flair, exceptional communication, and interpersonal skills and relationship management. A massive passion for rugby and an understanding of the sport and its culture. Ability to work in a pressurised environment, with competing priorities, stakeholders and deadlines.
Key Competencies	<ul style="list-style-type: none"> Proven skills in all social media channels. Ability to edit video content to a high standard.

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	<ul style="list-style-type: none"> • Ability to conduct interviews with club coaching staff, players and key personnel. 	
Other	<ul style="list-style-type: none"> • Must be able to demonstrate a passion for sport. • The ability to use initiative and work flexible hours when required. • Must adhere to confidentiality procedures at all times. 	
Acknowledgement		
Employee Signature:	Name:	Date:
Line Manager Signature:	Name:	Date:

The job description is subject to change pending review by the role holder and their line manager.