



	<b>Essential</b>	<b>Desirable</b>	<b>Assessment</b>
<b>Education</b> Attained A-Level or equivalent level 3 qualifications Degree or equivalent qualification in journalism/sports journalism/media studies. Recognised qualifications at BTEC Level or A-Level in English language/graphic design/media studies, or equivalent.	X	X  X	Application  Application  Application
<b>Knowledge and Experience</b> The football and sporting industry. Understanding of The EFL and Under-18s football. Manage projects to tight deadlines, producing accurate and engaging content. In-depth understanding of print, digital and social media. Ability to conceptualise, create and deliver an organisational communications strategy. Confident interviewing footballers, coaches and other partners. Ability to generate ideas for media output.	X  X  X  X	X X   X	Application + Interview + Existing Knowledge of Applicant
<b>Awareness of and commitment to</b> Quality improvement. Equality and diversity. Safeguarding. Health and safety. Continued professional development.	X X X X X		Application + Interview + Existing Knowledge of Applicant
<b>Skills</b> Excellent written and verbal communication skills. Excellent video and image package creation skills. Excellent presentation skills. Keen attention to detail. Able to negotiate effectively. Able to facilitate and achieve objectives on own and through other people. Completer-finisher skills. Computer literate. Chair/lead meetings. Planning & project management. Ability to sort problems/complaints. Report writing. Able to use initiative. Able to make informed decision and judgements. Able to work with apprentices. Able to work with academy club staff and across academy departments. Able to create, manage and maintain relationships with internal and external stakeholders.	X X X X  X X X X  X X X X  X	X    X   X X X	Interview + Existing Knowledge of Applicant



<b>Personal Aptitudes</b> Enthusiasm. Flexibility. Confidentiality. Effective team player. Self-driven.	X X X X X		Interview + Existing Knowledge of Applicant
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**Media Officer**