**Media Manager**

**The role**

BAFA is recruiting for a Media Manager, responsible for news stories, announcements and proactive/reactive engagement with the media. As part of the Communications team, this important role will work with disciplines across BAFA to plan, write and publish relevant announcements, promoting all aspects of British American football. The Media Manager will lead on building relationships with journalists to help promote BAFA and British American football, supporting the 10-year vision to professionalise the UK game and inspire people to play.

**Responsible to:** Head of Communications

**Length of term:** The position is not a fixed term position, but the person in the role will be subject to regular reviews

**Position type:** Voluntary

**Benefits:** To be discussed

**Commitment:** Variable but likely to be a minimum of seven hours per week

**Responsibilities**

* Plan, manage and deliver British American football news stories and announcements, including publication on the BAFA website.
* Proactively engage with relevant media (in the UK and internationally) and build relationships to protect and enhance the reputation of BAFA, and help grow British American football (including to new audiences).
* Work closely with BAFA Commission Leads and the Head of National Programmes to ensure timely publication of relevant news and content.
* Collaborate with BAFA partners (including BAFCA, BAFRA and NFL UK) to identify proactive and creative opportunities to promote British American football, and amplify relevant content from partner organisations.
* Support the Web and Social Media Manager and Assistant Web and Social Media Manager to develop content for BAFA social media channels and use these channels to promote news and announcements.
* Handle reactive enquiries, ensuring timely response and management of BAFA’s reputation.

**Requirements**

* Experience in journalism or communications/PR, particularly writing news stories and/or press releases (essential).
* Experience working with journalists and the media (essential).
* Proficiency using social media and WordPress (desirable).
* Experience working within British American football and an understanding of the opportunities and challenges (desirable).

**Key competencies**

* Excellent written skills.
* Strong news sense and understanding of what makes a good story.
* Creativity and the ability to generate proactive ideas.
* Personable, proactive and a good communicator.
* Ability to prioritise and meet deadlines.
* Calm under pressure.

**Diversity and inclusion**

The British American Football Association embraces equality, diversity and inclusion both on and off the field of play, where everyone can bring their whole selves to the organisation. We encourage job applications from suitably qualified and eligible candidates irrespective of their gender, ethnicity, religion, beliefs or sexual orientation.

**How to apply**

Applicants should send their CV and a short covering letter/email (no more than two pages) to James Platt, Head of Communications, by Friday 27 August 2021.