

# Merthyr Town Football Club

Penydarren Park

Community Stadium



## Social Media Apprentice

### Job Description

Job Title: **Social Media Apprentice**

Responsible to: **Office Manager/Club Secretary**

Location: **Merthyr Town Football Club, Penydarren Park**

Work type: **Hybrid/on-site as required**

### Contract Type

Apprenticeship – Runs until February 2027

Working hours: Mixture of office and working from home, may include some unsociable hours

Remuneration: National Apprentice Wage subject to age

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### Purpose of Role

To support the creation, delivery, and analysis of digital and offline marketing campaigns and content for the Club.

To assist with the management of social media platforms and with event promotion; as well as contributing to brand development and recognition across all communication channels.

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### Key Responsibilities

- Assist in planning and scheduling content across all Social Media platforms (including but not limited to: Facebook, Instagram, X, YouTube, LinkedIn, TikTok, Hoot Suite).
  - Assist with content creation and publishing on the Club Website,
  - Create engaging posts, graphics and short-form videos aligned with brand tone.
  - Monitor analytics and report on engagement, reach, and campaign performance.
  - Support email marketing campaigns and audience segmentation.
  - Help maintain and update websites and external listings.
  - Contribute to promotional materials (flyers, posters, newsletters).
  - Assist with event planning and promotion (e.g. festivals, community events).
  - Conduct market research and competitor analysis.
  - Collect testimonials, case studies, conduct interviews and create visual content for campaigns.
  - Ensure GDPR compliance and safeguarding awareness in all communications.
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## Person Specification

Criteria	Essential	Desirable
Education	GCSEs (Grade C/4+) in English & Maths	A-Level or equivalent in Media/Business
Skills	Strong written communication, creativity	Basic graphic design or video editing
IT Competence	Familiar with social media platforms	Experience with Canva, Mailchimp, or CMS
Personal Attributes	Reliable, enthusiastic, willing to learn	Interest in community engagement
Safeguarding Awareness	Willing to complete safeguarding training	Prior safeguarding or GDPR training

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## Training & Development

- Enrolment in Level 3 Social Media for Business programme
  - Induction with Mandatory Units to complete
  - Ongoing mentoring with monthly Tutor visits and extra support provided if required
  - Upon completion opportunity to progress to Level 4 Digital Marketing
  - Opportunities to progress into permanent social media/marketing environment upon completion
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## Compliance Notes:

- DBS check will be required
  - Must adhere to safeguarding, data protection, and equal opportunities policies
  - Ensure all communications reflect the Club's values and tone of voice.
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*The above is not an exhaustive list of duties. You will be expected to perform relevant different tasks as necessary to support the overall business objectives of the club.*

***Job description prepared: on 9th September 2025***

**Employee Signed:** .....

**Date:** .....

**Employer Signed:** .....

**Date:** .....