



ROLE INFORMATION PACK: HEAD OF MEDIA & COMMUNICATIONS

About the Role

Hartlepool United Football Club is seeking to appoint a Head of Media and Communications to lead Club representation across media, communications, and digital platforms.

Reporting to the Commercial and Operations Director, the Head of Media and Communications will be responsible for shaping the Club's narrative, managing its public reputation, and driving engagement with supporters, media outlets, and stakeholders – including developing and delivering a clear communications approach, leading media relations, and ensuring content is consistent, timely, and engaging.

The Head of Media and Communications will oversee the planning and delivery of day-to-day media content and communications of the highest standard, whilst managing online output in co-ordination with the Club's football and commercial departments. The role will also involve building and managing a network of staff, freelancers, and volunteers to deliver a reliable and ambitious media operation.

The role would suit an individual comfortable with working under pressure, making quick decisions, and taking ownership of the Club's social voice – and the successful candidate must be able to balance the demands of football with the wider needs of the Club, keeping communication authentic whilst growing reach, profile, and engagement.

Job Title	Head of Media and Communications
Contract Type	Full-time, permanent
Location	▪ Victoria Park, Clarence Road, Hartlepool, TS24 8BZ; ▪ Maiden Castle, Durham University, DH1 3LE; and ▪ other Hartlepool United Facilities as required
Department	Media and Communications
Responsible To	Commercial and Operations Director
Responsible For	Media and Communications Department
Key Relationships	<u>Internal</u> ▪ Commercial Department ▪ Club Secretary <u>External</u> ▪ Freelancers ▪ Other club counterparts ▪ Football Staff & Players ▪ Retail & Ticketing Department ▪ Media Outlets ▪ The National League / EFL
Salary	Competitive – based on experience/qualifications
Closing Date	Monday 1 st June 2026* <i>*Hartlepool United reserves the right to stop accepting applications prior to this date and early application is advised.</i>
How to Apply	To apply for the role, please send a completed application form to secretary@hartlepoolunited.co.uk . Application forms can be found here .

About the Club

Founded in 1908, Hartlepool United is a professional football club currently competing in The National League – the fifth tier of the English football league system.

The club plays its home fixtures at Victoria Park, Clarence Road, Hartlepool, England, TS24 8BZ.

Key Responsibilities

1. Leadership & Team Management

- Lead and manage the Club's media and communications function, setting clear standards for quality, professionalism, and behaviour, ensuring online and printed output reflects the professionalism and ambition of the Club.
- Set high standards and expectations, provide regular feedback, and drive continuous improvement across all online output.
- Support relevant staff, freelancers, and volunteers, building a reliable, high-performing media operation.
- Work closely with relevant colleagues across a variety of departments to ensure alignment in messages and priorities.

2. Strategy & Planning

- Develop a clear and practical communications strategy which aligns with Club objectives.
- Define and maintain the Club's tone of voice, ensuring multi-platform consistency.
- Identify and action opportunities to raise the Club's profile across all channels and output.
- Monitor and analyse performance across digital activity, using data and insight to drive continuous improvement.
- Report regularly to senior leadership on media and communications performance, opportunities, and strategic planning.

3. Commercial & Revenue Support

- Play an active role in delivering the Club's commercial objectives through media and communications.
- Work closely with the Commercial Department to maximise sponsor visibility and activation across digital, matchday, and campaign activity.
- Integrate commercial messaging into content via methods which remain authentic to the Club and its stakeholders.
- Support and assist with campaigns that drive ticket sales, merchandise, hospitality, and wider fan engagement.

4. Matchday Operations (Home & Away)

- Lead all media and communications activity on matchdays, home and away.
- Act as principle point of contact for media and communications personnel both internal and external, including accreditation, access, and matchday requirements.
- Co-ordinate photographers, videographers, and other relevant media and communications personnel with the objective of delivering high quality real-time coverage.
- Ensure timely and professional delivery of live in-game updates, post-match content, and media obligations
- Ensure all media and communications activity meets Governing Body requirements.

5. Media Relations & Communications

- Act as the Club's primary point contact for all media and communications enquiries.
- Build and maintain strong relationships with local, regional, and national media outlets.
- Organise and deliver press conferences, interviews, and media opportunities.
- Ensure all external communications are accurate and aligned with the Club's messaging.

6. Content & Digital

- Oversee all Club content across printed and digital platforms.
- Deliver consistent, high-quality, and engaging output which reflects the Club's identity.

- Lead on the creation of content in video, written, and graphic formats.
- Identify and implement new media and communications ideas in order to grow audience, engagement, and public reach.

7. Community, Women's & Academy Teams

- Support and promote the Club's community initiatives, ensuring strong visibility of such across all platforms.
- Work closely with community and foundation teams to highlight the Club's impact within Hartlepool and the wider North East region.
- Strengthen the connection between the Club and its stakeholders through authentic and engaging content and communication.
- Ensure consistent, professional, and visible coverage of the Women's and Academy teams.
- Work closely with Academy staff to promote player development, milestones, and success stories across all digital and written platforms.
- Support the growth and visibility of the Club's Women and Academy teams through dedicated and planned media coverage.

8. Crisis Communications & Reputation Management

- Lead on the Club's responses to sensitive or high-profile issues, ensuring clear, timely, and appropriate communication.
- Provide communications advice to senior leadership in high-pressure situations.
- Protect and enhance the Club's reputation across all stakeholder groups.

9. Internal Communications

- Manage the flow of information across football, commercial, community, and operational departments.
- Ensure messaging is accurate and aligned internally before external communication.

Required Skills & Attributes

- Strong media and communication skills and football intelligence.
- Highly organised and methodical with excellent attention to detail.
- Strong communicator with confidence in presenting to senior staff.
- Ability to build and maintain trusted relationships with internal and external staff.
- Professionalism, integrity, and discretion.
- Ability to travel extensively, inclusive of evenings and weekends.
- Resilience and adaptability within a fast-paced football environment.

Essential Experience & Qualifications

- Experience in media, communications, and/or content within a professional sport or similarly fast-paced environment
- Proven ability to create and deliver high-quality content across video, photography, and digital platforms.
- Experience capturing and editing content in live or matchday environments.
- Strong understanding of social media platforms, content trends, and audience engagement.
- Excellent written and verbal communication skills, with an ability to deliver clear, accurate, and engaging messaging.
- Experience working with professional athletes, coaching staff, and senior stakeholders, with an ability to build and maintain strong relationships.
- Ability to operate under pressure, make sound decisions quickly, and manage multiple priorities.
- High level of professionalism, discretion, and attention to detail.
- Proactive and self-motivated approach with desire to raise standards and make impact.
- Ability to work inter-departmentally and be own responsibility for all content published.
- Full UK driving licence and willingness to attend all home and away fixtures.

Desirable Experience & Qualifications

- Experience of working within the National League, EFL, or wider professional football.
- Previous line management experience, including developing teams and positive culture.
- Experience operating in highly scrutinised and high-profile environments.
- Experience supporting commercial partnerships through media and content delivery.
- Knowledge of Academy and player development structures within football.
- Experience covering Women's football and wider club/community activity.
- Degree-level qualification in a relevant discipline such as media, communications, journalism, marketing, or sports business.
- Familiarity with content creation tools such as Adobe Creative Suite, Photoshop, Premiere Pro, Canva, or similar.
- Experience using analytics and reporting tools to measure content performance, audience growth, and engagement.

Miscellaneous & Important Notes

Adjustments	Please make us aware of any adjustments required, for example access needs, during any stage of the recruitment process.
Annual Leave	28-days inclusive of public holidays.
Data Protection	The information applicants provide will be held in strict confidence. The Club processes information in line with its Privacy Policy and the information held will, on appointment, be used to administer employment with the Club. By making an application, the Club assumes that applicants agree to the processing of personal data in accordance with the Privacy Policy.
DBS Certificate	All offers of employment are conditional subject to a satisfactory enhanced disclosure from the Disclosure & Barring Service (DBS).
Entitlement to work in the UK	Any employment offer made by the Club is conditional on the selected applicant demonstrating the right to live and work in the UK.
Equality, Diversity, and Inclusion	The Club is committed to equality, diversity, and inclusion (EDI) and will confront discrimination of any kind. The Club ensures that all employees contribute significant commitment to EDI by treating everyone fairly and promoting working relationships between personnel of all backgrounds, orientations, status', partnerships, abilities, or previous opportunities.
Working Hours	Contractually 40 per week, however this is not a 9am-5pm role. The successful applicant's working pattern will be dependant on and in response to the footballing calendar and requirements/needs of the club. The successful applicant must be flexible to this, including early mornings, weekends and evenings.
Pension	There is a contributory 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	All role appointments are subjected to a 6-month probationary period. The club reserves the right to extend this period at its discretion.
References	Any offer of employment made by the Club is subject to receipt of satisfactory references.

To apply for the role, please send a completed [application form](#) to secretary@hartlepoolunited.co.uk.