



BURTON ALBION FC
COMMUNITY TRUST

Impact and Media Lead Vacancy Pack



The Burton Albion Story

Burton Albion Community Trust (BACT) was established in 2011 as the charitable arm of Burton Albion Football Club. Following the club's historic promotion from the National League to the English Football League.

Since its inception, BACT has grown into a leading community organisation in East Staffordshire, delivering high-impact programmes that promote health, education, social inclusion, and community engagement.

For over a decade now, Burton Albion Community Trust, the Football Club's charitable arm, has been on a mission to make a difference to its Communities in East Staffordshire using the power of Sport and the brand of Burton Albion Football Club.

The Charity is now proudly in its 14th year of operation and the mission remains at the forefront of our ambition.

The 2024/25 Impact Report showcased BACT's achievements during this period, with 52 varied programmes delivered and over 17,500 individuals engaged — a 24% increase from the previous year. These programmes made a tangible difference by enhancing participants' physical and mental wellbeing, supporting educational progress, and fostering social inclusion throughout the region.

The Trust's work has also been recognised for its significant economic and social value, with its activities generating a social return on investment valued in the millions of pounds.

Within BACT the Health and Wellbeing provision includes the East Staffordshire Social Prescribing service and the delivery of programmes aimed at supporting the community to increase confidence in their social, emotional and physical abilities. Enhancing quality of life and reducing social isolation.

In Education, the Trust supports young people through mentoring, alternative learning pathways, and successful Football & Education programmes — some of which have earned national recognition.

Social Inclusion is central to BACT's mission, providing targeted support for vulnerable groups and using the power of the badge to bring communities together through sport. The Trust also promotes diversity and equality through inclusive programmes and community-focused events.

BACT has hosted international events, including the England Walking Football tournament, and led overseas volunteering projects in Ghana, encouraging global citizenship. Initiatives such as the Women and Girls Team match day takeover have championed gender equality in sport and inspired increased female participation.

In July 2025, Burton Albion FC celebrated its 75th anniversary. While reflecting on the club's achievements over the past 75 years, the focus now shifts to the future and what the next 75 years may hold.



OUR STRATEGIC OBJECTIVES

1

TO MAKE A DIFFERENCE

2

TO DELIVER HIGH QUALITY

3

TO CREATE EXPERIENCES

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|--------------------------|--|
| Job Title: | Media and Impact Lead |
| Location | Burton Albion Community Football Centre, The Pirelli Stadium, Princess Way, Burton on Trent, DE13 0AR |
| Reporting To | Community Manager |
| Salary | Circa £26k (dependant on experience) |
| Contracted Hours: | Standard working week of 37 ½ hours to be worked on days and times as agreed noting these may be outside of normal office hours, at evenings, weekends, on bank holidays and on public holidays for events plus additional hours as and when required to meet the demands of the business. |
| Contract Type: | Permanent |

Job Summary:

The post holder works closely with the management team to implement and execute social media; and impact and insight strategies; to ensure Burton Albion Community Trust (BACT) activities are visible, accessible and celebrated across a wide range of audiences and platforms.

Qualifications / Experience / Knowledge:

- A Degree in a relevant area (Media, PR, Marketing, Journalism etc.) or a number of years' experience normally associated with this level of qualification.
- Extensive experience in using Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- Proficiency in Microsoft Office Software
- Demonstrated experience in sharing content on social media and digital platforms – ideally within the sports or entertainment industry for a brand associated with a global reach

Personal Specification:

- Excellent understanding of the importance of branding.
- Excellent verbal and written communication skills, with the ability to engage with a wide range of stakeholders.
- Strong project management skills, with the ability to manage multiple initiatives and priorities simultaneously.
- Strong organisational skills and competent in administrative duties with a high level of attention to detail – in particular around accurate data and information.
- Ability to adapt to changing circumstances and work effectively under pressure.
- Displays a high level of confidentiality and transparency and is able to contribute to team meetings in a professional manner.
- Flexible approach to meet the nature and demands of the business.
- Proactive, solution-oriented mindset with a commitment to continuous improvement.
- Ability to meet the travel needs of the post (which includes travel to other parts of the UK and abroad as required).



OUR MISSION

Making a difference in our communities through the power of sport and brand of Burton Albion Football Club.



OUR VALUES



Be Inspiring

Driven by a passion for Burton Albion and our local community.



Be Engaging

Through understanding our communities, delivering targeted projects & programmes.



Be Passionate

Empowering individuals and communities to reach their full potential.

Roles and Responsibilities:

Social Media

- Drive engagement across all BACT social media channels.
- Create and schedule high-quality, engaging posts, images, and videos in line with brand guidelines.
- Monitor ongoing campaigns to ensure audiences are engaged with the most relevant content.
- Identify and implement new and innovative ideas for promoting BACT programmes.
- Conduct interviews, questionnaires, and videos to showcase the impact of our projects.

Website

- Update and maintain the BACT website, ensuring content is current and relevant.
- Oversee the accuracy and upkeep of booking pages for programmes.
- Design and upload banners, flyers, and other digital assets.

Marketing and Promotion

- Oversee and quality assure the marketing and promotion of all BACT activities.
- Review and maintain BACT's marketing plan.
- Manage multiple projects and briefs, designing and executing content across various formats.
- Create high-quality resources using editing software such as Adobe Premiere Pro.

Impact Reporting and Data Analysis

- Analyse data from internal systems to measure and evidence impact.
- Regularly manage and monitor Salesforce to ensure accurate data capture.
- Work with staff, participants, and partners to develop ways of measuring project impact.
- Design, obtain, and create in-depth impact reports for different areas of work.
- Support the development and maintenance of a fit-for-purpose impact toolkit.
- Analyse both quantitative and qualitative data to generate structured information, trends, and actionable insights.

Stakeholder Engagement

- Work confidently with external media, partners, and stakeholders.
- Manage internal relationships across the Community Trust and Club.
- Co-ordinate and lead on player appearances from the men's and women's first teams and Academy, within the community.

·All employees may be required to undertake any other duties as may be reasonably requested.

Health & Safety Responsibilities

·Take responsibility and care for the health and safety of yourself and other employees and members of the public who may be affected by your acts or omissions at work.
·To comply with all aspects of the Club and Community Trust's Health & Safety Policy and arrangements, to enable the company to perform its civil and statutory obligations in relation to Health & Safety.

Safeguarding Responsibilities

·Adhering to safeguarding policies and procedures as outlined by the Club and the Community Trust; and report any safeguarding or welfare concerns to the Designated Safeguarding Officer in the first instance
·This position required an Enhanced DBS check due to the nature of the work involved

Equality, Diversity and Inclusion responsibilities

·Hold a commitment to equality, diversity and inclusion in the workplace and in sport

This document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation



General

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All employees may be required to undertake any other duties as may be reasonably requested.

Code of Conduct

The Trust expects the highest standards of integrity and conduct in all matters concerning the Trust and its employees. The Code of Conduct (along with the Staff Handbook) makes clear the standards of conduct expected from its employees and explains the responsibilities of the Trust, as the employer. All employees are expected to act wholeheartedly in the interests of the Trust at all times. Any conduct detrimental to its interests or its relations with its customers, suppliers, the general public or damaging to its public image shall be considered to be a breach of Trust rules and policies. Discriminatory, offensive and violent behaviour are unacceptable and any complaints or concerns will be dealt with and acted upon.

Equality, Inclusion & Diversity

Burton Albion Community Trust are committed to ensuring that equality, inclusion and diversity of opportunity is at the very heart of everything we do to ensure we provide fair and non-prejudicial access to the services across the Trust. We uphold everyone's freedom of rights and choice to be different and aim to provide opportunities for everyone to succeed. It is the policy of the Trust that no person, whether player, job applicant, employee, volunteer or customer, shall be discriminated against. The Trust opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & Civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation. Anyone who is found to be in breach of this could receive disciplinary action, which may well include suspension and dismissal.

The Trust is fully committed to the EFL Equality, Diversity & Inclusion Standards and we particularly welcome 'entry level' applications from women, individuals from Black and Minority Ethnicities, the LGBT community and anyone with a disability.

Safeguarding

Burton Albion Community Trust are committed to and has both a moral and legal obligation to ensure that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the Trust and believes that the general wellbeing, welfare and safety of all children and vulnerable adults engaged in Trust activities is of the utmost importance. The Trust will fulfil its responsibilities by ensuring it displays best practice in safeguarding matters – including Safer Recruitment, carried out in a spirit of partnership and openness with the child or vulnerable adult, families and the relevant local authority.

Potential applicants are advised to check on the government website (<https://www.gov.uk/tell-employer-or-college-about-criminal-record/what-information-you-need-to-give>) whether cautions / convictions should be disclosed as part of their application.



Company Benefits & Application:

What working for Burton Albion Community Trust can offer you?

- Competitive Salary.
- 33 days Annual Leave (inc Bank Holidays) and plus your birthday off.
- Excellent Training Opportunities.
- Flexible Working.
- Optional Full Uniform.
- Onsite Parking.
- Company Discounts.
- BAFC Staff Discounts.

How to Apply :

If you would like further information about the role or have any questions or queries, please contact bactvacancies@burtonalbionct.org

To apply for the Media and Impact Lead role, please use the following link to access the application portal: <https://burtonalbioncommunitytrust.co.uk/app/uploads/2025/10/Application-Form-2025.docx>

Application deadline: **Sunday 9th November 2025**

Interviews to be held week commencing: **17th November 2025**





BURTON ALBION FC

COMMUNITY TRUST

CHARITY NUMBER: 1142920

**BURTON ALBION COMMUNITY TRUST
BURTON ALION COMMUNITY
FOOTBALL CENTRE
PIRELLI STADIUM
PRINCESS WAY
DE13 0AR**

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