



# Job Description

**TITLE: Creative Media Manager and Technical Lead**

**DEPARTMENT: Creative Agency**

**REPORTS TO: Group Head of Brand and Creative Lead**

**REPORTEES: None**

Ashton Gate Stadium is a unique sports and entertainment business with the core aim of providing integral support services to ensure the sustainability of Stephen Lansdown's sporting group of companies which includes Bristol Sport, Bristol City, Bristol Bears, Bristol Flyers Basketball and each of their respective community charities.

## **JOB PURPOSE**

To lead the technical element of the group's creative media production, and to be responsible for the delivery of the group's photography requirements. To ensure consistent creative styles are used across group media as agreed.

## **KEY OBJECTIVES**

As an agency we aim to:

- Create engaging and creative content that puts the clubs and the brands across Bristol Sport/Ashton Gate on the map
- Deliver commercial content itinerary across the group in accordance with the contractual activation agreements
- Produce revenue generating content to support major campaigns (season cards, retail campaigns, media days, fixture launches, concerts and conferences)
- Deliver required content on time, to high quality, to deadlines for respective clients (both internal and external)

## **KEY RESPONSIBILITIES (KPIs)**

- Plan photo shoots and direct on the day
- Take on Project Management of certain creative projects
- Collaborate with production team on concepts, process and delivery



- Collaborating in, and leading on shoot plans, assembling camera and lighting, responding quickly to directions
- Input to collaborative multi-media concept development and schedule planning
- Technical input to video and image production and edit
- Supporting graphic creation and music to bring video content to life
- Lead on equipment inventory, ensuring kept good, note and resolve where possible any operational problems, and assisting/advising on upgrading and purchasing
- Campaign shoots, media days, some match days and events
- Use of photoshop and other design programming to edit imagery, combine original images and curate photographs for digital advertisements.
- Input to and maintain studio calendar for campaigns

## KEY RELATIONSHIPS

- Group Head of Brand and Creative Lead
- Other members of the creative agency
- Head of Media and Communications
- All players and club staff

## Essential Skills

- Strong photography skills
- A detailed knowledge of camera and lighting settings and setups.
- Experience of Adobe Premiere, Photoshop and After Effects or other platform

## Desirable Skills

- Excellent video production skills
- Proven track record of creatively capturing and editing video, understanding how to optimise the same content for a variety of different platforms
- Understanding of working in sport

## The ideal candidate will have the following attributes:

- Creativity
- Accuracy
- Efficiency
- Organisation
- IT literacy and understanding
- Logical approach
- Deadline driven
- Excellent communication and interpersonal skills
- Compliance with legislative requirements
- Ability to multi-task
- Issue resolution



- Understand the “big picture”
- Commitment to quality
- Commitment to Ashton Gate/Bristol Sport values
- Discrete/Confidential
- Positive approach
- Self-starter
- Team players with a willingness to go the extra mile for the client

## **H&S**

Responsible for ensuring all health and safety procedures are followed at all times, with relevant paperwork to support.

To ensure all employees complete their trained required to do their job

Report all incidents and accidents as required.

To report any hazards detected.

To complete and review the risk assessments for the department

## **Equal Opportunities**

We are committed to the principle of equal opportunity and its policies for recruitment, selection, training, development and promotion are designed to ensure that no employee receives less favourable treatment on the grounds of race, colour, nationality, religion or belief, sex, sexual orientation, marital status, age, ethnic and national origin, disability or gender reassignment

## **SAFEGUARDING AND EQUALITY**

We are committed to safeguarding the welfare of children and young people and expects all employees and workers to endorse this commitment.

