



## **VACANCY DETAILS – MEDIA AND COMMUNICATIONS MANAGER**

An exciting opportunity has emerged for someone who loves football, is comfortable in a fast-paced environment, enjoys variety in their work, is skilled in marketing, media and communications, and wants to make a real difference to girls' and women's football in Scotland. The ideal candidate will have demonstrable sports media experience, the ability to develop and sustain good relationships with press contacts and a proven track record driving audience growth across social media channels. The postholder should be creative and imaginative with a flair for creating written and digital content that is eye-catching and engaging.

**ROLE TITLE:** MEDIA AND COMMUNICATIONS MANAGER

**RESPONSIBLE TO:** CHIEF EXECUTIVE OFFICER

**LOCATION:** HAMPDEN STADIUM, GLASGOW (currently also working remotely)

**TERM:** FIXED TERM – 2 YEARS, FULL-TIME (weekend working will be required)

**SALARY:** £26-30k

### **MAIN DUTIES:**

- **Media and communications planning:** Developing a flexible overarching media and communications plan to guide the organisation's approaches over the short, medium and longer terms.

The plan will include approaches to:

- **Social Media:** Creatively and imaginatively managing eight SWF social media accounts to update members and the wider public, and to engage new audiences.
- **Websites:** Maintaining and regularly updating SWF and SWPL websites in liaison with SWF's freelance web developer.
- **Graphic design, content creation & editing:** Creating quality regular content for promotion across all media channels. On occasion to include photography, filming and editing of matches and events.
- **Press releases, liaison and media monitoring:** Preparing and distributing press releases, nurturing press relationships, monitoring media, coordinating media events and launches, and updating media contacts database. The postholder will also lead in the planning and delivery of the annual awards ceremony.



- **Broadcast liaison:** Working with broadcast partners and SWF members to facilitate match broadcasts.
- **Media volunteers/freelancers:** Sourcing, managing and supporting media volunteers and freelancers to work on behalf of SWF, ensuring child wellbeing and protection policy compliance.
- **Match programmes:** Creating digital/print programmes for all major SWF events in collaboration with SWF's freelance designer.
- **Cup draws:** Managing delivery of live online cup draws.
- **(SWPL) Player of the Month:** Overseeing Player of the Month awards
- **Commercial activation:** Supporting the Commercial Partnerships Manager in meeting SWF's contractual obligations.
- **Branding:** Ensuring SWF branding is applied correctly throughout the game and working with our freelance designer to update it when required.
- **InStat performance analysis:** Supporting the league administrator with InStat.
- **Club communications:** Supporting SWF staff with member communications.

#### **PERSON SPECIFICATION:**

#### **QUALIFICATIONS:**

- Degree educated or equivalent.

#### **EXPERIENCE:**

- Proven experience in a similar role is essential.
- Previous experience in sports communications is preferable.



### **SKILLS, KNOWLEDGE & ABILITIES:**

- An excellent communicator – in writing and in person – who is comfortable and clear in briefing others, is thoughtful about messaging and tone, and can effectively prepare proactive and reactive press lines.
- Confident dealing with a range of stakeholders on a day-to-day basis.
- Strong digital skills with experience using video and graphical technologies as well as standard Microsoft packages.
- Understands content management platforms.
- Knows how to optimise use of social media platforms and measure effectiveness.
- Knowledge of women's football is desirable.

### **PERSONAL ATTRIBUTES:**

- Dynamic and happy to work on own initiative and as part of a team with a proactive approach.
- Strong organisational skills, an acute attention to detail and an eye for opportunities.
- Ability to manage conflicting demands and prioritise tasks.
- Ability to remain calm and professional under pressure and make considered decisions.
- Flexible and adaptable approach.
- Ability and willingness to take ownership of the role and associated tasks.
- Passionate about driving women's and girls' football forward.
- Willingness to work evenings and weekends on occasion as required.
- Can react to last minute issues or requests that may arise (and often do).



**Closing date: 5pm, 10<sup>th</sup> February, 2022**

**Please apply by sending in your CV and job specific covering letter detailing at least two references and with the term “Media & Comms” in the subject line FAO Aileen Campbell to: [jobs@scotwomensfootball.com](mailto:jobs@scotwomensfootball.com).**

Due to the high number of anticipated applicants, it will not be possible to get back to everyone to let them know if they will be invited to interview. All successful applicants will be contacted within two weeks of the closing date.

SWF is an equal opportunities employer. We welcome applications from suitably qualified persons regardless of age, gender, gender reassignment, sexual orientation, religion or belief, marital or civil partnership status, race, colour, ethnic or national origin, pregnancy, maternity or disability



## ABOUT SWF

Scottish Women's Football aims to ensure that football is a sport for all women and girls and seeks to work hard to ensure everyone is supported to make that happen. We own and manage 66 competitions across Scotland including:

- Scottish Building Society SWPL (Scottish Women's Premier League)
- SWPL Cup
- SWF Championship
- SWF Championship Cup
- SWFL (Scottish Women's Football League)
- SWFL Cup
- Highlands & Islands League
- Highlands & Islands League Cup
- Scottish Women's Cup
- Youth Regional League Cups
- Youth Regional Leagues
- Scottish Youth Cup
- Youth National Performance Leagues
- Youth National Performance League Cups

### We aim to:

- Support more girls and women into the sport
- Be strong ambassadors for more women in sport
- Have regular mainstream coverage – cross channel
- Attract strong partners with a shared interest in our objectives
- Support the professionalisation of our clubs
- Have a vibrant and growing audience
- Have investment flowing into the game to support the strategic objectives and the ambitions of our players, clubs, and the National Team

More information can be found on our website: [www.scotwomensfootball.com](http://www.scotwomensfootball.com)