

**Job Title:** Content & Communications Officer

**Responsible To:** Head of Operations & Partnerships

**Employment Hours:** Full-Time

**Contract Type:** Permanent

**Location:** Hampden Stadium, Letherby Drive, Glasgow

**Salary:** £25,000

**Closing Date:** 4th May 2025

### **Role Description**

The successful candidate will be responsible for developing and implementing the SWPL's content and communications plan as well as delivering consistent, high quality social media and website content. The successful candidate will also support the SWPL's Head of Operations and Partnerships in the delivery and activation of the SWPL's commercial and broadcast commitments and be a key point of contact for the media.

### **Key Responsibilities**

- **Content Creation and Content Management**
- Develop and maintain SWPL's various communication channels and materials
- Manage SWPL social media accounts.
- Drive and develop consistent, high-quality social media and website content for the SWPL, including but not limited to graphics/templates to support promotion of the SWPL competitions.
- Plan and execute relevant campaigns across SWPL competitions
- Support the activation of commercial agreements with sponsors/partners
- Ensure SWPL brand guidelines and brand guidelines of sponsors/partners are adhered to across all content and channels.
- Develop and circulate public relation materials including but not limited to press releases, website copy, news articles, leaflets.

- **Communication and Outreach**

- Develop and maintain media contacts and relationships
- Manage media enquiries, such as press requests and media coverage.
- Monitor media coverage and social media
- Co-ordinate the promotion, communication and support the delivery of key events and communications including but not limited to;
  - Season Launch Event
  - Player of the Month Awards
  - Goal of the Month Awards
  - League Cup Draws
  - Cup Semi-Finals and Finals & associated Press Conferences
  - Trophy Presentations
  - Media Events
  - General and Competition updates to stakeholders and the wider public
  - Any other events/communications as required

- **Planning and Analysis**

- Create annual content and communication plans for SWPL competitions, developing consistent imagery and design
- Analyze media coverage and campaign performance to measure the impact of communication efforts and identify areas for improvement.
- Provide monthly metrics and reports to the Head of Operations and Partnerships and Managing Director on content, engagement and reach to support decision making regarding marketing and sponsorship plans.

## Person Specification

- **Qualifications:**

- Degree educated

- **Experience**

- At least two years' experience in a similar role. Sports industry experience is not required but would be beneficial

- **Skills, Knowledge & Abilities:**

- An excellent communicator, written and oral
- Confident dealing with a range of stakeholders on a day-to-day basis
- Proficiency with Microsoft Office; Outlook, PowerPoint, Excel, Word
- Ability to develop online graphics and templates to promote SWPL competitions
- Understanding of website content management platforms
- Excellent knowledge of social media platforms and measurement of effectiveness
- Knowledge of women's football
- Excellent administration and organisation skills

- **Personal Attributes:**

- Proactive, dynamic and happy to work on own initiative
- Ability to work at pace, managing conflicting demands and deadlines
- Ability to remain calm and professional under pressure
- Ownership – of the role and tasks
- Passionate about driving women's football forward
- Willingness to work weekends and, on occasion, evenings as required

### Salary

- £25,000

### Applications

To apply, please submit a CV and covering letter outlining your suitability for the role via the SWPL jobs page, which can be found [here](#).

For further information please contact [SWPL@spfl.co.uk](mailto:SWPL@spfl.co.uk)