

Job Title: Communications & Content Officer

Responsible To: Head of Operations & Partnerships

Employment Hours: Full-Time

Contract Type: Permanent

Location: Barclays Hampden, Letherby Drive, Glasgow

Salary: £28,000 - £30,000 per annum

Closing Date: 2pm on Friday 28th August 2026

Role Description

The Communications and Content Officer will be responsible for delivering the SWPL's communications and content activity, enhancing the league's profile and reputation through media relations, digital content, stakeholder engagement, and providing support for commercial and broadcast partnerships. The role will play a key part in promoting the SWPL brand, increasing audiences and supporting the continued development of women's football in Scotland.

Key Responsibilities

- **Content Management**
- Develop and maintain SWPL's various communication channels and materials
- Develop and circulate public relation materials including but not limited to; press releases, website copy, news articles, leaflets
- 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 (including that of the 20 SWPL Clubs)

- **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
- Develop and maintain effective relationships with external communications stakeholders, including website partner, PR agencies, freelance content creators, designers, photographers, videographers, and other specialist suppliers
- Coordinate and oversee the delivery of communications, marketing, and social media activity (including that involving external partners), ensuring alignment with organisational objectives, brand standards, and key messages
- Act as the primary point of contact for external agencies and suppliers, managing briefs, timelines and deliverables.
- 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
 - Fan Engagement Matchday Activities
 - Any other events/communications as required

- **Planning and Analysis**

- Support with the creation of annual content and communication plans for SWPL competitions, developing consistent imagery and design.



- Analyse media coverage and campaign performance in order 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



Scottish Women's

Premier League

Job Description

- Ownership – of the role and tasks
- Passionate about driving women's football forward
- Willingness to work weekends and evenings as required

Salary

- £28,000 - £30,000 per annum

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