



## **Job Description**

**Job Title:** Digital Content Creator  
**Reports to:** Player Services Manager

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### **PFA Scotland Mission Statement**

“PFA Scotland, as the independent trade union for professional footballers, is the collective voice for players in Scotland. As an organisation our aim is to protect and promote the interests of our members.

PFA Scotland is run by players for players and the experience within our team means we are committed to providing our members with the best possible advice and representation.

PFA Scotland strives to look after the collective rights of players in Scotland, as football regulations and procedures handed down by FIFA mean that a player's employment status is unique.”

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### **Main Purpose of the role**

PFA Scotland is looking for a digital and social media content creator.

This is a unique opportunity for a talented content creator who will enhance our brand identity by creating engaging content across all our digital platforms.

The ideal candidate will have experience in creating both graphic and video content. You will seek out ideas, be innovative and want to create engaging interesting content for our members and followers.

You will assist with the maintenance of our website and social media pages.

You will be working in a fast-paced environment and to some tight deadlines so you will need to demonstrate great organisational skills.

You must be self-motivated and have the ability to work on your own initiative as well as part of a team.

A full driving license is a needed as you will have to travel across Scotland for content



## **Main Responsibilities:**

### **Social Media & Content Creation**

- Responsible for the planning, production, and delivery of all marketing and digital activity for the union
- Identify objectives, key priorities, and key messages by keeping up to date with current digital and social media trends.
- Create, deliver, and execute marketing plans for all areas of the union's activities.
- Design and develop creative photo/video content on all the unions activities for use both externally on social media platforms and direct to members internally.
- Liaise with FIFPRO and other key stakeholder's communications department to promote their work
- Keep the union social media platforms updated regularly.
- Ensure all content is produced to a high standard, driving traffic and interest to the digital platforms.

### **Reporting & research**

- Provide regular data, insights and analytical reports to the CEO and Management Committee to constantly improve the performance of digital channels and marketing campaigns.
- Conduct regular research on digital trends.

### **Website**

- Work with all departments to ensure all content on our website is current and valid.
- Work with Digital team to update website when required.
- Create and edit blog posts and case studies on PFA Scotland website.

### **Requirements**

- Must be Creative
- Must possess excellent writing, editing, typing, interpersonal and verbal communication skills.
- Experience of working over all social media platforms (Facebook, Twitter, Instagram, TikTok, YouTube etc.).
- Ability to work effectively with individuals from diverse backgrounds.
- Ability to handle multiple tasks simultaneously and manage time effectively.
- Ability to work on a flexible schedule.
- The ability to work effectively with little supervision.
- Experience using design programs such as Adobe Photoshop or Adobe Illustrator.
- Quick decision making and problem-solving skills along with a positive attitude and outgoing personality.
- Experience producing live events.
- Knowledge on Google Analytics
- Ability to perform analysis and provide insights into what's working and what improvements are needed.
- Driving licence essential



### **About the team**

We are a small team who work together to provide a fantastic service to our members. You will be required at times to work with colleagues in other areas of the Union. Not only does this benefit our members but increases your knowledge.

### **We asked our team what they liked about working for PFA Scotland, here is some of their answers**

- Great Working environment with fun colleagues
- Opportunities for training and personal development
- Valued team member
- Feel Appreciated
- Use of pool car for business travel
- Free Parking
- Rewarding job
- Team lunches

### **Salary**

£28,000 - £32,000 per annum (dependant on experience)

### **How to apply**

If this sounds like your next role and an environment you would thrive in, please email [recruitment@pfascotland.co.uk](mailto:recruitment@pfascotland.co.uk) with

- a copy of your current C.V.
- any links to relevant digital content that demonstrate your work
- social media handles that demonstrate your work

**Closing Date:** Wednesday 6<sup>th</sup> March 2024

**Interview Date:** Thursday 14<sup>th</sup> March 2024

**Interview Method:** Face to Face

PFA Scotland is an equal opportunities employer and welcome applications from all eligible candidates.

If you require any further information, please call 0141 353 0199 and speak with Chris or Donna