

The Scottish Women's Premier League Limited
Hampden Park
Glasgow
G42 9DE

Recruitment – Communications Officer

The SWPL wishes to recruit a Communications Officer. On 15 February 2022, Scottish Women's Football ("SWF"), the Scottish FA and the Scottish Professional Football League ("SPFL") jointly announced that, from summer 2022, responsibility for the top two divisions of Scottish women's football would pass from SWF to the SPFL.

The successful candidate will be an integral member of the new SWPL team as we progress into a new era of women's football in Scotland. The successful candidate will be responsible for developing and implementing the SWPL's marketing and communications plan as well as delivering consistent, high quality social media and website content. The successful candidate will also support the delivery and activation of the SWPL's commercial commitments and be a key point of contact for the media. An interest in women's football would be a clear advantage.

As with any small team, a collaborative approach will be essential. The successful candidate will also be able to demonstrate an ability to work independently and have a confident and professional demeanour at all times. A full job description is detailed below.

The role is usually based at Hampden Park, Glasgow. However, flexible working arrangements will likely be possible for the coming months.

For an informal discussion about the role or to apply, please send a covering letter and CV to interim Managing Director Fiona.McIntyre@scottishfa.co.uk

The closing date for applications is **Friday 20th May** and it is intended that interviews will take place **wc 30th May**.

ROLE TITLE: COMMUNICATIONS OFFICER

RESPONSIBLE TO: MANAGING DIRECTOR

LOCATION: HAMPDEN STADIUM, LETHERBY DRIVE, GLASGOW

ROLE DESCRIPTION:

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Main duties:

- Create annual marketing and communication plans for SWPL competitions developing consistent imagery and design
- Plan and execute relevant campaigns across SWPL competitions
- Support the activation of commercial agreements with sponsors/partners
- Co-ordinate the marketing, communication and delivery of key events and communications including:
 - Season Launch Event
 - Player of the Month Awards
 - League Cup Draws
 - Cup Semi-Finals and Finals & associated press conferences
 - Trophy Presentations
 - General and competitions updates to stakeholders and wider public
 - Any other events/communications as required
- Drive and develop consistent, high-quality social media and website content for SWPL
- Ensure brand guidelines are adhered to and develop graphics/templates to support promotion of the SWPL competitions
- Develop and maintain media contacts and relationships
- Provide monthly metrics and reports to the Managing Director on content, engagement and reach to support marketing and sponsorship plans
- Work with key partners including the Scottish FA and Scottish Women's Football (SWF) and support the activation of any commercial and broadcast partnerships

PERSON SPECIFICATION:

QUALIFICATIONS:

- Degree educated

EXPERIENCE:

- At least three 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 is preferable but not essential
- 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 evenings and weekends on occasion as required

Salary:

The salary for this role is negotiable depending on the background and experience of the successful candidate.

Applications

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