



JOB DESCRIPTION			
Job title:	Social Media Executive	Contractual status:	Full Time
Hours of work:	37.5 hrs (flexibility required around matchdays and events)	Salary range:	Competitive Salary Based on Experience
Location:	Training Ground / Dens Park Stadium	Dept.	Marketing & Communications

Job Summary:
<p>Dundee Football Club is seeking a creative, organised, and football-savvy Social Media Executive to manage and grow the Club's digital presence across all major platforms. The role will be responsible for delivering engaging, on-brand content that connects supporters with the Club, drives engagement, and supports commercial and community objectives.</p> <p>This is a hands-on role ideal for someone who understands football culture, works well in a fast-paced environment, and can balance creativity with professionalism.</p>

Roles and Responsibilities:
Content & Channels <ul style="list-style-type: none">Manage and maintain the Club's official social media accounts (including X/Twitter, Instagram, Facebook, TikTok, and YouTube where applicable)Plan, create, and publish engaging content aligned with the Club's tone of voice and brand guidelinesProduce matchday content (line-ups, live updates, full-time graphics, post-match reaction)Capture and edit photo and video content at training, matches, and Club events
Engagement & Growth <ul style="list-style-type: none">Engage with supporters in a positive, professional mannerMonitor comments, messages, and trends, responding where appropriateIdentify opportunities to grow audiences and increase engagement across platforms
Collaboration <ul style="list-style-type: none">Work closely with the Media, Commercial, and Community teams to support campaigns and partnershipsSupport sponsor activations and ensure commercial obligations are met across social platforms

This job description is issued as a guideline to assist you in your duties and is not exhaustive. You may, on occasions, be required to undertake additional or other duties within the context of this job description.



- Coordinate with coaching and football staff to access content opportunities

Planning & Reporting

- Assist with social media content calendars and campaign planning
- Track performance metrics and provide regular reports and insights
- Stay up to date with platform changes, trends, and best practices

What We Offer:

- Opportunity to work at a professional football club
- A dynamic, fast-paced working environment
- Access to matches, training, and Club events
- Competitive salary (dependent on experience)

PERSON SPECIFICATION

CRITERIA	ESSENTIAL	DESIRABLE
EXPERIENCE	<ul style="list-style-type: none">Proven experience managing social media accounts (professional, sporting, or brand level)Photography or videography experience	<ul style="list-style-type: none">Experience working within football, sport, or live eventsKnowledge of Dundee FC and Scottish football
SKILLS	<ul style="list-style-type: none">Strong understanding of social media platforms and football digital cultureExcellent written communication skillsProven video and photo/graphic editing skills in Adobe Premiere and Photoshop	<ul style="list-style-type: none">Understanding of analytics and social media reporting toolsSkills in Adobe After Effects

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	<ul style="list-style-type: none">Ability to work evenings, weekends, and matchdaysStrong organisational skills and attention to detail	
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PERSONAL QUALITIES	<ul style="list-style-type: none">Creative and proactiveCalm under pressure on matchdaysProfessional and trustworthy when representing the ClubTeam player with a flexible approach to workPassionate about football and fan engagementAbility to build rapport and trust with players	<ul style="list-style-type: none">Full UK Driving License.Up to date passport.
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Apply

Interested candidates should submit their CV and a cover letter via email outlining their suitability for the role to recruitment@dundeefc.co.uk

Applications for this position must be submitted by 5PM, Friday 13th February 2026.