



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

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**

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

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	<ul style="list-style-type: none"><li>• Ability to work evenings, weekends, and matchdays</li><li>• Strong organisational skills and attention to detail</li></ul>	
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PERSONAL QUALITIES	<ul style="list-style-type: none"><li>• Creative and proactive</li><li>• Calm under pressure on matchdays</li><li>• Professional and trustworthy when representing the Club</li><li>• Team player with a flexible approach to work</li><li>• Passionate about football and fan engagement</li><li>• Ability to build rapport and trust with players</li></ul>	<ul style="list-style-type: none"><li>• Full UK Driving License.</li><li>• Up to date passport.</li></ul>
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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](mailto:recruitment@dundeefc.co.uk)

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