JOB DESCRIPTION			
Job title:	Social Media Content Creator	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:

Dundee Football Club is seeking a creative, organised, and football-savvy **Social Media Content Creator** 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.

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.

Roles and Responsibilities:

Content & Channels

- 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 guidelines
- Produce 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

- Engage with supporters in a positive, professional manner
- Monitor comments, messages, and trends, responding where appropriate
- Identify opportunities to grow audiences and increase engagement across platforms

Collaboration

- Work closely with the Media, Commercial, and Community teams to support campaigns and partnerships
- Support 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	• Proven experience managing social media accounts (professional, sporting, or brand level) • Photography or videography experience	• Experience working within football, sport, or live events • Knowledge of Dundee FC and Scottish football
SKILLS	• Strong understanding of social media platforms and football digital culture • Excellent written communication skills • Proven video and photo/graphic editing skills in Adobe Premiere and Photoshop	• Understanding of analytics and social media reporting tools • Skills in Adobe After Effects

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	• Ability to work evenings, weekends, and matchdays • Strong organisational skills and attention to detail	

PERSONAL QUALITIES	• Creative and proactive • Calm under pressure on matchdays • Professional and trustworthy when representing the Club • Team player with a flexible approach to work • Passionate about football and fan engagement • Ability to build rapport and trust with players	• Full UK Driving License. • Up to date passport.

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 20th November 2026.

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