



JOB ADVERT

Social Creator - Feeds

Employer:	Watford Football Club
Job Title:	Social Creator - Feeds
Salary:	Depends on experience
Location:	Watford Football Club . Vicarage Road Stadium / UCL Training Ground, London Colney
Type:	Permanent Full-Time role

An exciting opportunity has come up to join Watford Football Club as we grow our Digital Content team.

We are currently looking to recruit a Social Creator . Feeds to run the Club's day-to-day Social Media output ahead of the 2019/20 season.

The Social Creator . Feeds will develop and deliver best-in-class Social Media content for the Club across its key channels and develop engaging, differentiated content to serve both our existing fans & appeal to a wider audience of potential future fans.

Working alongside the wider Digital Content team, key responsibilities will include but are not limited to:

- Running all Club Social Media feeds, planning, scheduling and posting content
- Ensuring proper implementation of the Club's Social Media Management platform, including optimisation of content types, copywriting, post timings & post tagging
- Engaging with supporters across Club channels, particularly on matchday
- Developing ideas for & producing high-quality, engaging video content for Watford FC Social Media channels that stands out from the crowd
- Ensuring content is consistently available to fans via Social Media channels
- Ensuring best practice defines the Club's offering, including monitoring performance to drive improvement
- Working with Club partners to ensure key content is shared by relevant parties outside the Club
- Identifying unique opportunities and avenues in which the Club can grow its channels, both at home and abroad, including researching new trends and ensuring the club remains on the front foot
- Working with the marketing team to grow the Club's international and multi-lingual Social Media channels, as well as departments across the business to ensure all needs are met

The successful candidate will have a passion for Social Media and an interest in its constant evolution. They will know how to keep abreast of trends, best practices and optimum ways to deliver content, and be comfortable engaging with a variety of supporters both domestic and abroad.

They will enjoy working as part of a team, be enthusiastic, hardworking, and be flexible to the requirements of the position and the business.

Since the role will require regular attendance at both Vicarage Road Stadium & the Training Ground, often both in one day, they should be a car owner with a full UK driving license.

Knowledge, Skills and Experience Required

Essential:

- Experience of working across a brands social media channels . specific experience in sport not necessarily, however an understanding / passion for sport is essential
- Experience in delivering a consistent tone-of-voice for a brand on Social Media
- Experience of working with key IT packages on both Mac & PC, in particular web-based CMS, video / photo editing software & Microsoft Office etc.
- Ability to work matchdays (including pre- & post-match and evenings) for both home and away games as well as other Club events that may fall outside normal working hours
- An interest in football, both domestically and abroad, as well as a curiosity towards club media practices within other countries

Application process:

1. Please download and complete the Club application form located on the Club website www.watfordfc.com under the career section (Menu/ Club/ Careers)
2. Please send completed application form, cover letter detailing why you would be suitable for the role, a copy of all required/essential qualifications, right to work in the UK documents and CV via email to hadmin@watfordfc.com or by post to HR Admin, Watford Football Club, Vicarage Road, Watford, Hertfordshire, WD18 OER

Closing date for applications: 4.00p.m Wednesday 19th June 2019

Interviews: week commencing 1st July 2019

Watford Football Club is an Equal Opportunities employer and welcomes applications from all sections of the community. The necessary Disclosure and Barring Service check will apply to this post.