

Job Description

Social Media and Content Manager



JOB DESCRIPTION	
Job Title	Social Media and Content Manager
Base Location	Swansea
Hours of work	37.5 per week
Responsible to	Head of Comms and Content
Contractual Status	Permanent
Role Summary	<p>Execute the delivery of compelling content for digital storytelling to significantly increase social media audiences.</p> <p>Line managing the content team to develop ideas, processes, and techniques to 'Lift the mask' and create a greater attachment to Ospreys players, stories, and brand. Be the voice of Ospreys across digital social media, from match day and commercial partnership content, to online engagement.</p>
Key Relationships	<ul style="list-style-type: none">• Head of Communications and Content• Players and staff• Content Partners
Key Responsibilities, Tasks and Activities	<ul style="list-style-type: none">• Working closely with the Head of Communications and Content to develop and execute the social media and content plan leading to significant growth, engagement, and income generations.• Develop and implement an annual social media calendar for all channels which reflects the needs of our audiences, as well as the company wide activities and stories.• Create and post engaging, compelling, story-led content that connects with our audiences on an emotional level.• Engage with supporters, facilitating the Ospreys social media communities, by responding to developing discussions.• Manage the content team to ensure a world-class delivery of content across rugby, commercial and community pillars.• Developing metrics and evaluating the effectiveness of the social media channels, with regular reporting that demonstrates ROI.• Identifying opportunities across social media for new business and revenue growth, audience engagement, especially on Instagram and Tik Tok.• Work with the Marketing Manager to develop and deliver paid social campaigns as required.• Being ahead of the curve when it comes to social media trends, identifying opportunities for Ospreys to innovate and test new ideas.• Work closely with external content collaborators to deliver Ospreys content across third partners channels. E.g., Wave TV• Identify ways to grow Ospreys TV and develop an enhanced match day experience.• Work closely with Ospreys players to deliver engaging content that can be shared across owned and paid channels.

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	<ul style="list-style-type: none"> • Execute content strategies that support the delivery of commercial rights for key partners • Identify and manage key influencers that assist in the growth of Osprey's audiences and social following. • Ensure all digital content adheres to the Ospreys style guide to contribute to a consistent editorial tone of voice across the web and other media.
PERSON SPECIFICATION	
Experience	<ul style="list-style-type: none"> • Experience as Social Media manager or similar role • Experience of creating social media plans • Knowledge of social media algorithms and best practice • Experience of co-ordinating and managing staff including students and interns • Experience in creating innovative and engaging content • Work closely with sports professionals and coaches • Experience in delivering reporting and insight
Skills & Qualifications	<ul style="list-style-type: none"> • Relevant marketing and social media degree • Proficient in Microsoft Office products • Excellent communication skills • Copywriting skills • Commercial focus • Organisation and planning • Multi-tasking • Problem solving • Strong self-awareness