**IRISH FA JOB DESCRIPTION**

1. **Job Title: Digital Content Producer**
2. **Department: Communications**
3. **Reporting to: Digital Manager**
4. **Direct Reports: None**
5. **Hours of work: Due to the nature of the job a high degree of flexibility is required as the role will involve unsocial hours including evenings, weekends and some occasional international travel. The hours will be scheduled on a rota basis but will total 35 per week, working any day Monday through to Sunday between the core hours of 10am to 10pm.**
6. **Role family: Officer**
7. **Salary Scale: £18-22k and the potential to earn a 5% bonus.**
8. **PURPOSE OF THE JOB:**

To support the Irish FA’s communications team in delivering and developing digital and online content.

This is your chance to be part of the award-winning Irish FA communications team at a time of great significance for the Association. Not only will you experience supporting the men’s development teams and senior national team, you will also be at the heart of enhancing the profile of women’s football in Northern Ireland.

You’re a digital content creative, full of ideas who will hit the ground running by being ready to shoot, produce and edit video, write engaging website content and feel right at home on social media.

1. **DUTIES AND RESPONSIBILITIES:**
2. Support the Digital Manager in delivering and developing the Digital Strategy and Content Strategy.
3. Research, write and/or produce multimedia content ensuring that it appeals to key target audiences and maximises user experience on Irish FA digital platforms.
4. Self-shoot interviews and features which bring to life the work of the Irish FA as set out in our five-year strategy, ensuring that content drives engagement with our target audiences.
5. Shoot and/or edit highlights packages, promotional trailers and features, creative montages and related content for a range of digital platforms.
6. Optimise video and multi-media content for Search Engine Optimisation (SEO), appropriate tagging and distribution to maximise the size of our target audience.
7. Create graphics and effects in accordance with overall production concepts.
8. Develop a style and standard of video production that ensures all content is filmed correctly with consistency of lighting, audio, styling and presentation.
9. Manage third party video production agencies engaged to produce content as required
10. Export edits in appropriate formats for web use.
11. Measure performance of video and multimedia content for reporting in accordance with website and social media key performance indicators (KPIs) and explore new forms of content resonance.
12. Champion appropriate alternative content and tools that increase engagement and provide a unique user experience.
13. Work as an integral part of the communications team with the Digital Manager and Head of Communications to maintain and develop live content on Irish FA website.
14. Proactively participate in training and development opportunities, staff performance appraisals and reviews as required.
15. Service the Irish FA’s policies in line with its development plans.
16. Adhere to and actively support at all times all company policies, procedures, processes and working practices, including adhering to best practice.
17. Any other duties as may be reasonably requested from time to time.

# This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in light of the changing needs of the Association.

1. **PERSON SPECIFICATION:**
   1. **Essential**
2. Educated to degree level in the relevant subject OR significant relevant experience; this means two to three years’ experience or more and directly related to the duties and responsibilities of the job.
3. A minimum of one year’s proven experience in the planning, design and delivery of digital and social media content in support of communications and public relations campaigns.
4. Knowledge, skills and experience in using current multi-media content design and management and analytic software, including social media and website content management systems.
5. Ability to develop digital and social media plans and actions in support of communications and public relations.
6. Ability to write clean, engaging and accurate content to promote and strengthen key messages.
7. Excellent written, verbal and visual communication skills.
8. Creative and innovative thinking and a high level of attention to detail.
9. Ability to use initiative and work effectively as an individual as well as part of a team.
10. Ability to manage multiple projects in a fast-paced, results focused, and deadline driven environment.
11. Ability to work unsociable hours including evenings and weekends, with occasional international travel.
12. Proof of eligibility to work in the UK.
13. Completion of a medical questionnaire demonstrating the ability to fulfil the Occupational Health requirements for the post and flag any reasonable adjustment required.
14. Access NI background check

# Desirable

1. Hold a relevant degree in journalism, multi-media or graphic design or related field.
2. Hold a diploma in Digital Marketing.
3. Three years’ experience in related activity.
4. Hold a full, current, valid driving licence with access to a vehicle for business use.
5. **ADDITIONAL INFORMATION:**
   1. **Closing date:** The closing date for the receipt of completed applications is 12.00 noon on Friday 31 January 2020. Applications received after the closing date and time will not be considered. We don’t accept CVs as method of application.
   2. **Shortlisting:** Only those applications which clearly demonstrate the requirements set out in the personnel specification will be shortlisted. Please note that the Irish FA reserves

the right to implement all or some of the desirable criteria in addition to the essential criteria for shortlisting purposes.

* 1. **Interviews:** It is anticipated that interviews will be held w/c 10 February 2020.

***The Irish Football Association is an equal opportunities employer and welcomes applications from all sections of the community.***