

Glasgow Warriors Social Media Manager

You will drive the growth and engagement of Glasgow Warriors' owned channels through the creation, planning, and delivery of innovative digital content, whilst using audience insights and performance data to inform content strategy and maximise supporter engagement. The successful candidate will be responsible for day-to-day management of the club's social media channels, identifying emerging content trends and opportunities, covering matches and club activity, and helping shape a content strategy that grows audiences and strengthens the connection between Glasgow Warriors and its supporters.



About the role

Key Responsibilities

- Lead the day-to-day management of Glasgow Warriors social media channels, ensuring content is engaging, relevant and tailored to each platform.
- Develop and deliver content plans that support ticket sales, memberships, commercial activity and broader club objectives.
- Research emerging trends, formats and best practice across sport, entertainment and digital media and identify opportunities to adapt these for Glasgow Warriors audiences.
- Generate innovative content concepts and campaign ideas that help differentiate Glasgow Warriors from competitors.
- Cover home and away fixtures across men's, women's and development programmes as required, including live social media updates and digital content capture.
- Conduct interviews with players, coaches and colleagues for use across owned channels.
- Work closely with players, coaches and colleagues across the club to identify stories and content opportunities.
- Monitor performance across all digital channels and produce regular reports highlighting audience trends, content performance and recommendations.
- Use audience insights and data to help shape future content planning and publishing decisions.
- Support the planning and delivery of content around major club campaigns, player signings, commercial activations and community programmes.
- Assist with content planning for Glasgow Warriors Women's and Development programmes.
- Support the management of content calendars and publishing schedules across all owned platforms.

Stakeholders

This role works with a wide variety of internal and external stakeholders to ensure collaborative working across all areas:

- Glasgow Warriors Managing Director
- Glasgow Warriors players and colleagues
- Wider Scottish Rugby colleagues

*"Our ambition is that everyone in Scottish Rugby feels a sense of 'belonging' by being clear on the **purpose** of their role, feeling **valued** as a member of the team, and **connected** to colleagues across all areas of the organisation"*

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Key Skills

High Performance Sport

- **Communication:** You get your point across clearly and effectively with the ability to inspire positive change. You make sure that everyone understands what the message is and they feel equally heard while adapting the delivery to the relevant audience.
- **Planning & Organising:** You manage time, resources and tasks effectively to achieve your goals. Objectives are clear, tasks are prioritised and plans are structured to ensure efficient and timely completion. You anticipate challenges, adapt as needed and keep everything on track to meet deadlines and deliver results.
- **Digital Curiosity:** You're naturally curious about how digital tools and data can enhance ways of working. You explore new technologies, trends and content formats.
- **Creative thinker:** You're able to develop fresh ideas and identify new ways of engaging supporters, taking ownership to deliver them.
- **Adaptable:** You can work effectively in a fast-moving sporting environment.

Knowledge & Experience

- Proven experience in managing social media channels for a sports organisation, brand or publisher
- Strong leadership, communication, and stakeholder management skills
- Strong understanding of social media platforms and emerging digital trends
- Experience interpreting content performance data and audience insights
- Experience creating content plans and digital campaigns
- Knowledge and understanding of rugby union advantageous
- A full, valid driving licence is essential, and passport

Working Logistics

Location: Scotstoun Stadium, Danes Drive, Glasgow G14 9HD

Working pattern: Full time, with ability to work flexible hours as working pattern may vary weekly; due to working in professional sport this will include evenings and weekends, and regular travel

Contract type: Permanent

Reports to: GW Lead Communications and External Affairs Manager