

# Weekend Social Media Content Creator

This part time role is focused on increasing and maintaining a strong social media presence across competition weekends, ensuring fixtures, festivals and key events feel visible, engaging and consistently active online. A key part is following a small number of players, teams, volunteers or match officials across the season, capturing their journey and building compelling stories that run alongside matchday coverage.



## About the role

## Stakeholders

### Key Responsibilities:

#### Weekend Social Media Coverage (Core Focus)

- Lead social media activity across competition weekends
- Ensure content is posted before, during and after fixtures
- Maintain a consistent, high-quality presence across all matchdays
- Use templates and formats to deliver: Fixtures, Live updates, Results and Key Moments.

#### Content Creation

- Attend selected fixtures, festivals and key events
- Capture photo and video content (mobile-first)
- Film: Match highlights, Behind-the-scenes content, interviews with player and coaches, volunteers and match officials.

#### Editing & Publishing

- Create short-form video content (Reels/TikTok)
- Use and adapt branded templates for matchday posts
- Ensure content is posted quickly and consistently, particularly across weekends
- Manage posting across Instagram, TikTok and Facebook

#### Storytelling

- Work with the Marketing & Comms team to identify and develop story-led content
- Support: Player features, competition and festival narratives, community and participation stories, volunteer and match official stories.
- Have an awareness of safe working environment and the required policies and protocols, particularly in relation to safeguarding.

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

- Rugby Development Dept
- Marketing & Comms
- Creative Team
- Rugby Clubs

*"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"*

## Key Skills

### Business Enabler

- **Communication:** You get your point across clearly and effectively. You make sure that everyone understands what the message is, and that they equally feel heard.
- **Creativity and Innovation:** You demonstrate and open-mindedness and curiosity to idea and opportunity. You try new ideas and put things into action.
- **Digital Literacy:** You can find, use, evaluate, create and share information digitally. Think critically about the content and use tools and platforms to communicate in digital ways.

## Knowledge & Experience

- Part qualified in marketing, media, sport or communications
- Interest and experience of sports and live events
- Confidence of filming and editing content using a phone and simple tools

## Working Logistics

**Location:** Hybrid – Rugby Clubs across Scotland

**Working pattern:** Part Time - Weekends

**Contract type:** Fixed Term Zero Hours Contract for Academic Season 2026/27

**Reports to:** Marketing Campaign Manager – Rugby Development