Content Producer

The Content Producer will create compelling, high-quality video content that brings Scottish Rugby's people, activities and stories to life. Working end-to-end, from concept development and filming through to editing and final delivery, you will cover everything from our International teams and rugby activities to major event days and corporate communications.

About the role

Key Responsibilities:

Content Creation and Production

- Create and deliver high-quality videos, photos and audio content for distribution across all channels, taking project briefs from filming and editing through to production and execution
- Produce key outputs and delivery of big screen content for matches and events for our 'home' venues
- Manage the Scottish Rugby YouTube channel, creating dedicated content tailored to the platform and audience
- Oversee multiple briefs effectively, ensuring all content is delivered on time and within budget, including any equipment hire and purchases

Storytelling and Strategy

- Support the development of content strategies and content ideation/ approaches that meet wider business needs and communications goals
- Help build strong, engaging storytelling around our international teams, in close collaboration with the Communications team
- Ensure a consistently high standard of work, including Scottish Rugby brand and tone of voice requirements
- Efficient and collaborative management of nominated projects with video requirements (such as, new sponsor requests, third party events etc.)
- Have an awareness of safe working environment and the required policies and protocols, particularly in relation to safeguarding

Stakeholders

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

- Marketing colleagues including social media, digital, creative services and content teams
- Communications and Stakeholder Engagement teams
- National Team colleagues
- Events 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"*

Key Skills

Business Enabler

- **Planning & Organisation:** 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.
- **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.
- **Project Management:** You oversee and manage the full life cycle of projects, liaising and guiding colleagues and stakeholders to make sure everyone knows the part they need to play for a successful outcome. You have the ability to manage multiple priorities and work to tight deadlines.
- **Relationship Management:** You connect easily with people and build trust, allowing open and honest two-way feedback that benefits individuals and the business.
- **Digitally Curious:** You're naturally curious about how digital tools and data can enhance ways of working. You explore new technologies, ask questions, and seek opportunities to apply digital solutions that improve efficiency and outcomes

Knowledge & Experience

- Experience of embedding ones self, **shooting and packaging content** in a **high-performance sport / elite sport** environment
- Experience of **generating news-style edits** is highly desirable
- Proven **experience of camera, lighting and audio equipment**, including Sony Cameras, Adobe Creative Suite, and interests in new technologies
- Experience of Sports Photography
- Experience of **Broadcasting and Social Media** including live streams
- Experience **managing film shoots** including interviews, photoshoots and Q&As, as well as all technical aspects of the shoot
- Delivering **video to big screen** and broadcast outlets
- Experience of **sound production**
- Experience of working as part of a **multi-disciplinary project team**
- Experience of being pro active and ideating content 'on the ground' and at times in high pressured environments
- **Proficient IT skills**, particularly Microsoft Office and CRM software
- UK driving licence is desirable
- Ability and willingness to travel, including abroad

Working Logistics

Location: Scottish Gas Murrayfield / Hybrid

Working pattern: Full time, including some weekends and evenings, and travel with national teams

Contract type: Permanent

Reports to: Content Strategy Lead