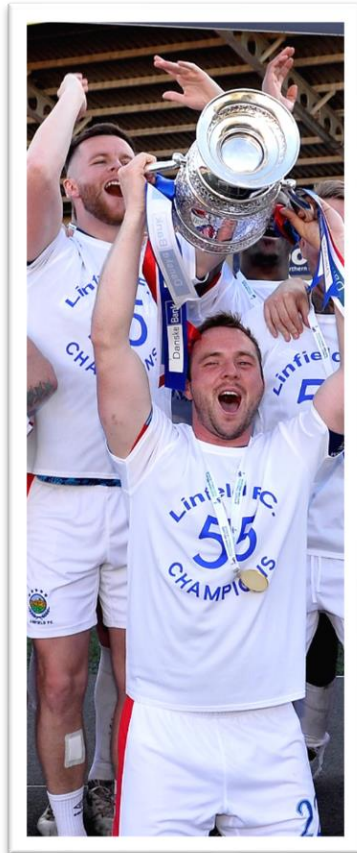




nifl NORTHERN
IRELAND
FOOTBALL
LEAGUE



JOB DESCRIPTION

Digital Content Lead

July 2022

INTRODUCTION

Thank you for your interest in joining the team at the Northern Ireland Football League (NIFL).

Within Irish League football we pride ourselves as the second oldest football league in the world we have a long and proud history but right now we're not just embracing the past but looking forward. We are building a stronger identity for our leagues and creating a better experience for our fans.

The NIFL is an organisation that puts our clubs first and is embodied by the membership of our 44 clubs that compete as the top three men's leagues and top women's league in Northern Ireland football structure.

The flagship Danske Bank Premiership has seen an unprecedented rise in popularity in since the inception of the NIFL, with almost a quarter of a million spectators attending games each season and a broadcast audience of over two million viewers last year.

This rise in popularity has transcended the organisation with a rise in overall audience, sponsorship opportunities and on the pitch progress with our clubs as an influx of exciting new talent has risen the bar and substantially improved member clubs' performances in European Club Competitions.

It is a hugely exciting time to be joining the Northern Ireland Football League, and I wish you every success with your application.

WORKING AT THE NI FOOTBALL LEAGUE

Working within the Northern Ireland Football League is a unique experience.

The nature of football and sport means that we operate at a fast-paced and constantly changing environment created around the traditional Saturday afternoon matchday.

Operating from the Mervyn Brown Suite of the National Football Stadium at Windsor Park in Belfast, the office provides one of the optimum workplace settings within all of Northern Ireland with a stunning panoramic view of the famous pitch which has been graced by countless world class players from across Europe.

The Northern Ireland Football League operate within a relatively small but dedicated staffing structure, lead by a newly appointed Chief Executive who will be leading the organisation into this exciting new phase.

The company holds Limited status, and is governed by a Board of Directors, the majority of whom are appointed from within the membership of the clubs and work closely with the Chief Executive to oversee and manage the long term strategies of the business.

If you love football and share our passion for Irish League football realise its ambitions, we'd love to hear from you!

JOB DESCRIPTION

The new Digital Content Lead role will play a key role in NIFL's Marketing & Communications team. This creative role will involve producing engaging digital content, managing the popular social media accounts for the company and shape the strategy of how the business communicates with supporters and stakeholders.

KEY RESPONSIBILITIES

- Digital content production
 - Ensure that the NIFL is producing regular, engaging digital content as part of an agreed content schedule with relevant stakeholders.
 - Produce unique content for the NIFL website, social media channels and third party partner channels on request.
 - Ensure brand guidelines are adhered to and quality standards are kept high for both NIFL and associated sponsors and partners.
 - Digital content will include graphics and video.

- Social media management
 - Manage all company social media channels; Facebook, Twitter, Instagram, LinkedIn and YouTube.
 - Continually research and evaluate any potential new channels such as TikTok.
 - Drive traffic on all platforms.
 - Monitor and analyse and report on traffic and engagement across all channels.
 - Manage paid social media advertising.
 - Apply best practice social media use in line with latest industry standards.

- Commercial sponsorship & partnership activation
 - Attend sponsorship activation meetings with marketing & communication representatives from sponsors and partners.
 - Assist the creative planning and delivery of joint digital obligations in line with each of the respective contracts.
 - Offer creative solutions bespoke to the needs of existing and potential partners to enhance NIFL's commercial revenue opportunities.
 - Support NIFL's commercial strategy with company specific digital material.

PERSONAL SPECIFICATION

Essential qualifications

- A third level qualification in marketing or digital marketing is essential or as an alternative three years relevant experience will be accepted.

Essential experience

- A minimum of three year's recent experience in similar role

Essential skills, knowledge and abilities

- Excellent written and verbal communication skills.
- Excellent planning, organisational and prioritisation skills including: editorial skills for content and imagery, search engine optimisation, functionality enhancements and increasing the traffic and engagement of visitors.
- Demonstrate ability to manage multiple social media platforms and increase the number of people engaging with them.
- Interest and passion for football and sport.
- Ability to work evenings and regular weekends without restriction of travel within NI.
- Experience of working within a football club or sporting organisation.

Desirable skills

- Ability to create digital content using Adobe Creative Cloud and the Adobe suite of products.
- Working knowledge of Irish League football.
- Ability to plan, deliver and evaluate paid social media advertising.
- Ability to create email campaigns using targeted and segmented customer databases.

TERMS AND CONDITIONS

The role offers a very competitive salary on a permanent contract, which will be negotiable dependent on relevant experience.

This role is required 40 hours per week, which will include weekend work, primarily on Saturdays.

Primary Location: NI Football League, Mervyn Brown Suite, National Football Stadium at Windsor Park, Belfast.

Applicant must also have access to their own transport.

Northern Ireland Football League Ltd are an Equal Opportunities Employer.

DISCLOSURES

The NI Football League will seek confirmation that the successful applicant has the right to work in the UK. Any offer of employment will be made subject to verification of the right to work in the UK, receipt of satisfactory references and a satisfactory Access NI Disclosure.

Having a criminal record will not necessarily debar you from working for the NI Football League. This will depend on the nature of the position, together with the circumstances and background to your offences or other information contained on a disclosure certificate provided directly to us by the Police Service of Northern Ireland.

APPLICATIONS

All applicants should submit a cover letter and curriculum vitae (CV) to recruitment@nifootballleague.com before 5pm on Tuesday 2 August 2022.