

## **JOB DESCRIPTION CONTENT CREATOR**

### **Role Description:**

Oxford United are looking for a dynamic and driven Content Creator to produce and develop content that will engage our audiences and grow our brand. You will clearly understand how to highlight and develop the personalities of our team and individual players. This is an exciting opportunity to be at the heart of storytelling at one of English football's most unique clubs.

The successful candidate will have proven experience in capturing and producing high-quality content, alongside a strong creative eye. This role is seeking an individual who is ambitious, loves to push boundaries, and consistently challenges the mundane.

The objective of the role is to lead on day-to-day content creation, helping to capture and convey the vibrancy of life at Oxford United. Reporting to the Head of Media & PR, you will play a pivotal role in delivering the Club's daily digital output with engaging and innovative short form content. You will also be supporting and collaborating on in-depth original content that showcases our players and Club like never before.

### **Main Duties:**

- Drive the creation of engaging and industry-leading content, creating eye-catching short form content which makes the Club shine like never before for platforms such as TikTok, Instagram and YouTube
- Lead on daily content creation and output across Oxford United's digital channels, including training, interviews and matchdays
- Film and edit vertical video content for all platforms using both professional equipment and mobile devices, delivering content tailored to each channel maintaining the Club's brand and tone of voice
- Create original, long-form content series for both OUTV and Club social channels. On occasions, lead on ideation, as well as filming, editing and distribution
- Attend all Men's Team fixtures. Provide exceptional matchday coverage and be trusted to cover match action, pre- and post-match interviews, and other relevant events
- Where required, both shoot and conduct pre- and post-match interviews for Club channels

- Deliver engaging and innovative content for use in marketing campaigns, social media activations, and commercial partner promotions
- Through content creation, position Oxford United as more than a Football Club
- Support the Social Media Manager in creating bespoke content that aligns with the Club's voice and audience goals
- Identify emerging trends and platform innovations, always looking for fresh, imaginative ways to bring our story to life
- Build connections with influencers and creators who align with the Club's ethos and can help expand our reach and relevance
- Work cross-departmentally to ensure media output supports the wider business goals and brand direction

#### Required Skills & Experience:

- Strong experience with Photoshop, Premiere and the Adobe Creative Suite, particularly vertical video production, graphic template manipulation and photo editing
- Excellent knowledge of platforms, their algorithms, back-end posting studios and how to optimise content by platform
- Ideally, experience working within sport, and a strong knowledge of football and football content
- Exemplary interpersonal skills, working externally and internally, engaging with fans and external collaborators. Confident in communicating across departments and building impactful relationships
- Demonstrable evidence of producing and self-shooting video content across platforms
-  An ability to identify interesting storylines which make the personality of our team and Club shine like never before
- Exceptional organisational skills and attention to detail. An ability to manage multiple projects simultaneously and deliver results on time, and keep storage of videos up to date in an orderly manner

- Working at speed without compromising quality or accuracy

Person:

- Highly motivated and ambitious creative, driven to produce best-in-class content and continually raise standards
- Positive and creative thinker with a genuine passion for storytelling and football culture
- Proactive self-starter who takes ownership of their work and looks to go above and beyond, striving for the highest professionalism in everything they do
- Ability to keep a calm head under pressure and can adapt to problems
- Strong team player who contributes to a positive and collaborative culture, and values collaboration
- Personable with a great attitude and comfortable communicating across departments
- Flexible and dependable, understanding the demands of elite football

**Code of Conduct**

Oxford United Football Club expects the highest standards of integrity and conduct in all matters concerning the Club and its employees. The Code of Conduct makes clear the standards of conduct expected from its employees and explains the responsibilities of the Club, as the employer. All employees are expected to always act wholeheartedly in the interests of the Club. Any conduct detrimental to its interests or its relations with its customers, suppliers, the public or damaging to its public image shall be a breach of Club rules and policies. Discriminatory, offensive, and violent behaviour are unacceptable, and any complaints or concerns will be dealt with and acted upon.

**Equality, Diversity & Inclusion**

Oxford United Football Club are committed to ensuring that equality, inclusion, and diversity of opportunity is at the very heart of everything we do to ensure we provide fair and non-prejudicial access to the services across the Club. We uphold everyone's freedom of rights and choice to be different and aim to provide opportunities for everyone to succeed. It is the policy of the Club that no person, whether player, job applicant, employee, volunteer, or customer, shall be discriminated against. The Club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or

harassment, on the grounds of the following ‘protected characteristics’: Age, Disability, Gender Reassignment, Marriage & civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation. Anyone who is found to be in breach of this could receive disciplinary action, which may well include suspension and dismissal.

The Club is fully committed to the EFL Equality, Diversity & Inclusion Standards and as we are underrepresented in these areas; we particularly welcome ‘entry level’ applications from women, individuals from Black and Minority Ethnicities, the LGBT community and anyone with a disability.

### **Safeguarding and Safer Recruitment**

Oxford United Football Club are committed to and has both a moral and legal obligation to ensure that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the Club and believes that the general wellbeing, welfare and safety of all children and vulnerable adults engaged in Club activities is of the upmost importance. The Club will fulfil its responsibilities by ensuring it displays best practice in safeguarding matters – including Safer Recruitment - carried out in a spirit of partnership and openness with the child or vulnerable adult, families, and the relevant local authority.