

**Title** Digital Content Producer  
**Team** Digital & Engagement  
**Manager** Digital & Engagement Manager



## ABOUT BUCS

For over 100 years British Universities and Colleges Sport (BUCS) has been at the forefront of university sport in the United Kingdom.

Our ambition is to deliver exceptional student sporting experiences that inspire, develop and unite.

BUCS works with its member institutions to get more students active more often, through traditional competitive sport and providing physical activity opportunities.

By joining us, you will be a part of a vibrant and inclusive community, working to inspire and engage students across the nation.

## JOB DESCRIPTION

### Main Purpose(s)

BUCS is on a journey to create the best university sport experience in the world. To do this we are looking for people with a can-do attitude to help drive the business forward - and aren't afraid to challenge our ideas! If you are ready to roll up your sleeves, get stuck into a fast-paced business and develop your skills and experience, we would love to hear from you.

Take the lead on BUCS' social media channels (Instagram, X, TikTok, LinkedIn and YouTube) to create reach and engagement of our sport and event offering across the calendar year. The incoming Digital Content Producer will live and breathe sport and through planning and creating content keep our social channels thriving.

We're looking for applicants who have strong content creation skills, who are able to bring sport to life in a visual way to our different audiences. Creativity is a big part of this role - be it creating highlights videos from sport and non-sport events, making TikTok content, or coming up with ideas for livestreams at fixtures.

### Main duties and responsibilities

- Managing the BUCS social media channels
- Content planning and production
- Work with the Digital and Engagement Manager and wider Engagement team to manage the content calendar.
- Work with the wider Engagement team to coordinate and brief content for social media.
- Working at live sporting events delivering instant reactive content both natively in the platform and coordinating the wider engagement team for content.
- Coordination and execution of social campaigns, including paid campaigns, mapped across the wider marketing calendar.
- Actively monitor emerging social media trends and platforms, making recommendations as you see fit.
- Produce social content aligning to the brand and tone of voice.
- Assist in the monthly reporting of our social channels

### Other

- This role will involve weekend and evening work and overnight stays at BUCS events.
- Professionally represent BUCS at all times.

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## PERSON SPECIFICATION

BUCS is a Disability Confident Committed and Equal Opportunity Employer. We value diversity and are committed to fostering an inclusive and supportive work environment. We make all employment decisions without regard to age, national origin, race, ethnicity, religion, belief, gender, sexual orientation, disability, or any other characteristic protected by law.

Research shows that some people don't apply for a role if they feel they do not meet 100% of the person specification. We encourage you to apply for this role if you feel you meet the key skills and knowledge listed below, even if you feel you do not have all of them. We are passionate about identifying the right people to help us develop and thrive.

### Essential Skills or experience

- Experience of creating and editing social-first video
- Understanding of how to adapt content for different social media platforms
- Knowledge of the Adobe design suite (Photoshop, Illustrator, InDesign)
- Skilled at video editing (Premiere Pro/Final Cut Pro X)
- Experience creating video and photography content at live events
- Ability to generate creative ideas for student-facing social content – TikTok, Instagram Reels, YouTube Shorts
- Excellent time management, planning and organisational skills
- Ability to develop and maintain relationships with multiple stakeholders
- Passion for and love of sport

### Desirable Skills or experience

- Photography
- Knowledge and experience of higher education sport
- Knowledge of multiple different sports
- Experience of managing concurrent projects
- Practical experience of Adobe After Effects
- Experience with live stream / broadcast