

JOB DESCRIPTION

TITLE	Digital Content Producer
EMPLOYER	British Universities and Colleges Sport (BUCS)
TEAM	Digital and Engagement
MANAGER	Digital Engagement Manager
CONTRACT TYPE	Full time
PLACE OF WORK	Hybrid, office location 20-24 Kings Bench Street, London SE1 0QX

MAIN PURPOSE OF ROLE

Take the lead on BUCS Super Rugby social media channels (Instagram, X, TikTok and YouTube) throughout the season including the creation of content. Also assisting to create reach and engagement of our wider sport and event offering across the BUCS calendar year. The incoming Digital Content Producer will live and breathe sport and through planning and creating content keep our social channels thriving.

MAIN DUTIES AND RESPONSIBILITIES

- Manage the BUCS Super Rugby social media channels
- Assist in the production of BSR live broadcast
- Content planning and production across BSR and BUCS
- Work with the Digital and Engagement Manager and wider Engagement team to manage the delivery of the content calendar daily
- Work with the wider Engagement team to coordinate and brief content for social media both internally and with external partners
- Work 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
- Support in the delivery of content that supports BUCS' commercial objectives

PERSON SPECIFICATION

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.

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.

ESSENTIAL SKILLS AND 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
- Rugby Knowledge

DESIRABLE SKILLS AND 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