Queen's Park Football Club, the oldest association in Scottish Football, is currently seeking applications for a Media and Communications executive to join our media team based at the city Stadium at Lesser Hampden.

Role Details:

Job Title: Media and Communications executive

Location: The city Stadium, Lesser Hampden, Glasgow

Reports to: Head of Administration

Job Type: Part Time (including weekend working)

Salary: Negotiable, commensurate with experience

How to apply: Email CV with cover letter to Secretary@queensparkfc.co.uk

Application deadline: 5pm on Friday 29th November.

Overview:

Reporting to the Head of Administration, the Media and Communications Executive is an important position, responsible for overseeing and directing the club's media activities.

This position involves developing and implementing comprehensive communication strategies, managing media relations, and ensuring consistent and engaging content across all platforms as part of the wider media team.

This role requires a strategic thinker with high standards of operational delivery, possess excellent communication skills and have a strong understanding of the media landscape, particularly within the sports industry. Essential to success will be the ability to balance the competing priorities of both football and commercial media outputs.

Key Duties & Responsibilities:

Strategy & Planning

- Coordinate activity with other departments to ensure unified messaging and brand representation occurs.

- Develop and implement a comprehensive communications strategy for the club's activities.
- Set the overall tone and style of the club's communications to maintain a consistent message and brand style.
- Identify opportunities for media coverage and content creation to enhance the club's profile at a strategic and operational level.
- Analyse media performance and provide regular reports to the Head of Administration and other senior stakeholders within the Club.

Commercial

- Assist the commercial team by developing and implementing media strategies to support the club's commercial goals and revenue generation.
- Create and manage media campaigns that promote sponsorships, partnerships, and merchandise sales.
- Utilise media platforms to highlight and enhance the club's commercial initiatives and opportunities.

Matchday

- On matchdays, act as the primary point of contact for opposition clubs' media requiring accreditation, photographer passes and gantry filming space.
- Work as part of a team to deliver integrated solutions with the Club's matchday media team.
- Take responsibility to produce and publish the Club's matchday report for web publishing.

Content

- Ensure consistent and engaging communication across all platforms, including social media, the club's website, and other digital channels.
- Oversee the creation and distribution of high-quality content, including written articles, videos, and graphics.
- Develop innovative and engaging content ideas to increase fan engagement and grow the club's online presence.

Qualifications and Skills

- Proven experience in a media management role, preferably within the sports industry.
- Excellent written and verbal communication skills.
- Genuine team player but can also work independently.
- Ability to develop and execute strategic communication plans.
- Proficient in social media platforms and digital content creation.