

Position Description

Digital Content Officer

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Reporting to: Communications Manager

About ECA

ECA is the sole, independent body directly representing football clubs at European level, with a membership of 246 professional football clubs from across the continent. As the representative voice of European club football on the international football landscape, ECA's core purpose is Placing Clubs at the Heart of Football.

ECA has a growing team, currently around 20 people, and is on a mission of organisational growth and development, targeting a performance-driven culture, delivering high impact outcomes for the Administration and its member clubs. ECA is fully committed to providing a culture of equal opportunity and diversity in its workplace.

Position Mission

This is a 6-month full-time position. Working in collaboration with all departments, the Digital Content Officer will coordinate the development and delivery of ECA's external and member communications activities. In accordance with ECA's communications and brand strategies, the Digital Content Officer will drive the organisation's digital content and presence, ensuring the right tone of voice, brand look, feel and messaging for external, member and internal communications.

You will be responsible for managing and enhancing ECA's digital communications, creating and managing content across ECA's owned channels such as social media accounts and the ECA website. You will have the ability to create graphic content and develop new and innovative ways of marketing ECA's services to its member clubs.

You must be a team player and thrive on a collaborative approach to work. You will be an exceptionally organised individual with first class written communication skills and the ability to turn ideas into content for publication. You will be a great listener and a creative thinker, aware of developments in the

football industry, and comfortable with working directly with senior figures in football.

Main Responsibilities

- Digital Channels
 - Develop content plans to ensure excellent delivery of campaigns across ECA owned digital channels
 - Community manage ECA's social media channels, maintaining and growing an engaged, relevant and active following to further ECA's strategic goals
 - Regularly update website content, ensuring the user experience is painless and engaging
 - Actively develop the organisation's monitoring and evaluation framework across digital channels
 - Support the delivery of communications activities at ECA events (e.g. General Assemblies, workshops, meetings)
 - Manage the communications calendar to ensure that ECA capitalises on key moments of activity in the ECA and European football calendar across all communications channels
- Content
 - Create graphics for ECA's digital channels and produce relevant assets in line with the organisation's brand strategy
 - Proactively seek out relevant stories and write content for all communications channels and platforms, such as press releases, publications, social media, website, newsletters, and presentations, etc.

Skills and Experience

- Excellent command of the English language, written and spoken
- Degree or equivalent in English, Communications, Media Studies, Journalism, Marketing, or other related subject
- Experience and knowledge of social media platforms and website Content Management Systems (CMS) and how to drive engagement on them
- Interest in football with an eye for storytelling and trends on social media
- Comfortable adopting a brand's tone of voice across social media platforms

- Proficient in design software (Adobe Creative Suite) and Microsoft office (video editing skills desirable)
- Ability to conceptualise and create designs for publication in fast paced work environment

You are invited to send your CV and covering letter to Amandine Sauty, People and Culture Manager, at jobs@ecaeurope.com.



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