



Aberdeen Football Club

Job Description

Name:	
Job title:	Content Manager
Line Manager:	Interim Director of Marketing and Communications
Line Manager for:	N/A
Date Started:	
Overall Purpose of Job:	
<p>The Content Manager will lead Aberdeen Football Club's content function, providing strategic and operational oversight across social media, the Club website, video production and RedTV.</p> <p>The role will be responsible for defining and delivering a unified content strategy that strengthens the Club's brand, grows and engages the supporter base, and supports commercial, community and marketing objectives through high-quality, consistent and innovative storytelling.</p> <p>The role will set creative standards, prioritise resources, and ensure strong alignment between content planning, video production, platform performance and technical delivery.</p>	
Main Responsibilities/Description of Duties:	
<u>Content Strategy, Planning & Governance</u>	
<ul style="list-style-type: none">• Develop and own a Club-wide content strategy aligned to Marketing, Commercial, Community and Football Operations priorities.• Set the editorial direction and long-term content roadmap, ensuring a balanced mix of reactive, planned and evergreen content.• Create and maintain annual, quarterly and monthly content plans aligned to the football calendar, campaigns and key Club moments.• Define KPIs and success measures across social, website, video and RedTV, and lead regular performance reviews with senior stakeholders.	
<u>Creative Leadership & Visual Identity</u>	
<ul style="list-style-type: none">• Define and evolve Aberdeen FC's visual identity, tone of voice and storytelling approach across digital platforms.• Act as the senior creative authority for content, setting standards and ensuring consistently high quality across all outputs.• Ensure all content aligns with Club brand guidelines, values and supporter culture.	
<u>Content Creation, Formats & Innovation</u>	
<ul style="list-style-type: none">• Lead content creation across video and social, from concept and planning through to hands-on filming, editing and delivery, while setting standards and direction for the wider team.• Oversee the creation of a wide range of content formats, including short-form and long-form video, live content, features and behind-the-scenes storytelling.• Enhance matchday content output, ensuring pace, innovation and quality across platforms.• Develop new content formats and series to drive fan engagement, RedTV audience growth and commercial opportunities.• Stay ahead of industry trends, emerging platforms and content technologies, including the evolving role of AI in content creation and distribution.	



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Performance, Insight & Continuous Improvement

- Use data, analytics and insight to inform content decisions and refine strategy over time.
- Work closely with the wider Marketing team to review performance across channels and optimise formats, frequency and storytelling.
- Improve content workflows, tools and processes to enhance efficiency, quality and impact.

Commercial, Partnerships & Collaboration

- Collaborate with Commercial, Retail, Supporter Services, Marketing and Football Operations to develop content that supports campaigns, partnerships and key Club moments.
- Work with Club partners to deliver authentic content that supports partnership objectives and brand alignment.
- Explore opportunities for branded content, sponsorship integrations and content-led commercial growth in collaboration with the Commercial team.

Leadership & Team Development

- Lead, manage and develop a high-performing, multi-disciplinary content team across video and social.
- Be willing to work flexible hours, including evenings and matchdays, as required by the demands of elite football content production.
- Set clear objectives, standards and expectations, supported by regular one-to-ones and performance reviews.
- Foster a collaborative, creative and inclusive culture that encourages innovation, accountability and professional development.
- Act as a visible and inspiring leader who embodies the values of Aberdeen Football Club.

Please note that this job description is not designed to cover a comprehensive list of activities, duties or responsibilities that are required of the employee for this role. The duties and responsibilities may change within reason at any time with or without notice to suit the needs of the Club.

Person Specification: Experience/Qualifications/Training/Personal Qualities

Essential:

- Proven hands-on experience in videography, filming and editing within a fast-paced content environment
- Ability to lead by example creatively, combining strategic oversight with direct content creation.
- Strong understanding of production workflows, storytelling through video and best practice for digital platforms.
- Demonstrated ability to combine hands-on creative production with strategic leadership and team management.

Desirable:

- Experience working in professional football or elite sport.
- Understanding of broadcast workflows, live production or streaming platforms.
- Experience delivering content that supports commercial partnerships and campaigns.
- Experience using insight and analytics to shape content strategy and decision-making.



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<ul style="list-style-type: none">• Strong storytelling, editorial judgement and creative vision.• Excellent organisational and project management skills, with the ability to plan and deliver at pace.• Deep understanding of social and digital platforms and how content performs across them.• Strong communication and collaboration skills, with the ability to influence stakeholders across the Club.• Passion for football and a strong understanding of supporter culture and live sport environments.	
Signed by Employee:	Signed by Line Manager:
Date:	Date: