

Soccer Aid Creative Content Manager

Duration: Fixed term until 30 June, 2024 with possibility of extension
Salary: £42000 Per Annum
Job Level: 4
Hours: 35 hours per week. Other flexible arrangements will be considered.
Disclosure Level: Basic. This role involves no direct work with children
Reports to: Head of Soccer Aid (with dotted line into Head of Creative)
Location: Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Soccer Aid Team leads and coordinates the delivery of *Soccer Aid for UNICEF*. The multi-functional team works with departments across UNICEF UK and stakeholders at ITV, Initial and Soccer Aid Productions*. This is a small team working in a fast paced and dynamic environment to deliver a range of ambitious objectives, including income and brand awareness.

*UNICEF UK has partnered with Triple S Sports and Entertainment Group to create Soccer Aid Productions Ltd (SAP Ltd) to deliver the commercial elements of the campaign.

The mission of the Creative Team is to collaboratively plan, produce and deliver creative content across editorial, design, video and photography that results in greater income, influence, and the growth of the UNICEF brand in the UK.

This role works across both teams to ensure Soccer Aid is aligned with UNICEF UK's brand and organisational objectives to deliver the greatest impact for children around the world.

ABOUT SOCCER AID FOR UNICEF

Soccer Aid for UNICEF brings together two teams of celebrities and football legends for the biggest celebrity football match in the calendar, broadcast live on ITV. The event started in 2006 taking place every two years and since 2018 Soccer Aid has taken place every year. Since its inception, Soccer Aid has raised more than £90million for UNICEF UK, helping to protect the right to play for every child worldwide.

ABOUT THE ROLE

The Creative Content Manager leads on the creation and delivery of content to help Soccer Aid for UNICEF meet its fundraising and brand targets, working closely with content leads from Soccer Aid Productions. The role will provide strategic oversight and expertise ensuring we deliver engaging and audience-led content for platforms including social media, fundraising products and TV audiences.

The role will be responsible for implementing the content strategy and will set up content planning processes to ensure efficient ways of working across the organisation. The ability to produce creative ideas across a variety of channels, copywriting skills, visual design skills, and the ability to drive work streams forward will be key to success.

WHAT WE WILL EXPECT YOU TO ACHIEVE

- Lead the development of all cause and fundraising content for Soccer Aid for UNICEF, creating and managing the overarching content plan for the campaign through all stages from briefing to editorial and design, and overseeing sign-off processes.
- Work with key workstream leads at Soccer Aid Productions and UNICEF UK to ensure all content is audience-led, channel-optimised and works together to deliver campaign objectives, providing guidance of best practise.
- Lead on development of Soccer Aid for UNICEF brand guidelines and creative toolkits, ensuring the brand meets the needs of the full campaign and all stakeholders.
- Lead on development of Soccer Aid for UNICEF messaging guidelines, ensuring a compelling cause narrative and united campaign tone of voice.
- Act as Soccer Aid for UNICEF brand guardian, ensuring brand coherency and messaging consistency, providing feedback and sign off.
- Work closely with UNICEF UK content teams to manage content workflow, ensuring creative schedule is up to date and work is planned effectively and delivered on time and to budget.
- Build and maintain strong relationships, working collaboratively across multiple teams and external partners to ensure effective content planning processes, integration and delivery.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards creating a better world for every child.

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge

Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support
- Presents complex and difficult messages clearly and with impact
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity

Efficiency and effectiveness

- Produces content planning tools, manages conflicting priorities to ensure that objectives are achieved and deadlines met
- Responds flexibly to unforeseen events to ensure that effectiveness is not compromised

- Suggests simplifications to overly complex ways of working to improve results

Negotiating and influencing

- Uses a range of approaches to gain commitment, tailoring information in terms of content and format
- Maintains a win-win approach by balancing achievement of both Unicef UK's and our external partners' objectives

Resilience

- Remains positive and quickly recovers from set-backs, keeping problems in perspective
- Takes a solution focused approach to problem solving to succeed in difficult circumstances

Relevant experience

- Experienced in leading and implementing a content strategy
- Experience managing a complex multi-stakeholder campaign delivering multiple campaign objectives on time and to budget
- Experienced working with, briefing and managing internal creatives as well as external agencies, freelancers, photographers and videographers

Specific knowledge and skills

- Strong eye for design and good visual judgement
- Writing creative copy to engage target audiences across multiple channels
- Creating and producing engaging content across multiple channels and platforms, including developing key messages and copy writing for creative campaigns
- Setting up content management process and schedule to support effective campaign delivery