

## CONTENT MANAGER – SOCCER AID

<b>Duration:</b>	Fixed Term – until End of June 2026
<b>Salary:</b>	Circa £42,000 per annum
<b>Job Level:</b>	4
<b>Hours:</b>	35 hours per week. Other flexible arrangements will be considered.
<b>Disclosure Level:</b>	Basic. This role involves no direct work with children
<b>Reports to:</b>	Senior Content Manager – Soccer Aid
<b>Location:</b>	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 is a project team that brings together key specialisms from across the organisation to deliver Soccer Aid for UNICEF. The multi-functional team works with departments across UNICEF UK and stakeholders at ITV, Initial and Soccer Aid Productions\* to deliver UNICEF UK's biggest broadcasted fundraising event to create a better world for every child.

\*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.

### ABOUT SOCCER AID FOR UNICEF

Soccer Aid for UNICEF brings together two teams of celebrities and football legends from England and the World XI FC for the biggest celebrity football match in the calendar, broadcast live on ITV and STV. The event started in 2006 taking place every two years and since 2018 has taken place annually. Since its inception, Soccer Aid for UNICEF has raised more than £121 million for UNICEF UK, supporting children to grow up safe, healthy and able to play.

2026 marks the 20th anniversary of Soccer Aid for UNICEF and the team has ambitious plans to mark this milestone, which this role will be pivotal in delivering.

### ABOUT THE ROLE

The Soccer Aid for UNICEF Content Manager will collaborate with colleagues across the organisation to oversee the day-to-day creation and delivery of Soccer Aid for UNICEF cause and fundraising content. They will work with the Senior Content Manager and workstream leads to generate ideas, develop briefs, and support the production of multi-channel assets that align with Soccer Aid for UNICEF's fundraising objectives.

In this role, the Content Manager will work closely with the internal creative team and external partners to ensure seamless collaboration and execution of the Soccer Aid for UNICEF content strategy. The Content Manager will adopt an audience-centric approach to develop engaging content for digital, web, social media, and events, ensuring all materials adhere to Soccer Aid for UNICEF brand guidelines and tone of voice, as well as UNICEF UK's storytelling and image principles.

Success in this role requires the ability to generate creative ideas across a variety of channels, strong copywriting and visual design skills, and the capacity to collaborate effectively with internal and external teams to deliver impactful content that meets fundraising goals.

## What we will expect you to achieve:

- Deliver the Soccer Aid for UNICEF cause content strategy, focusing on fundraising initiatives and promoting UNICEF's work for children. Working in collaboration with the Senior Content Manager and the UNICEF UK creative team to produce content that aligns with overarching campaign objectives and resonates with target audiences.
- Collaborate with internal and external colleagues to produce detailed content briefs that lead to engaging audience-led content that effectively communicates UNICEF's work and Soccer Aid's cause messaging. Oversee the briefing process, ensuring briefs are clear, comprehensive, and aligned with campaign goals and audience needs.
- Oversee the content workflow, in collaboration with the Creative team's Traffic Manager and workstream leads, planning and coordinating content production (video, graphic design, imagery and copywriting) to ensure timely delivery of content across a range of channels and platforms.
- Champion Soccer Aid for UNICEF brand guidelines and tone of voice, ensuring all content adheres to UNICEF UK guidelines too. Manage content and brand sign-off processes to maintain consistency of brand, voice, and quality for all cause content.
- Organise and actively participate in ideation sessions to generate creative, innovative, engaging, and audience driven ideas. Keep up to date with emerging trends and audience behaviours, translating these into actionable ideas which maximise reach, resonance and impact for Soccer Aid for UNICEF.
- Lead on collation of content requests for talent shoots and Soccer Aid Training Week, working with colleagues across the organisation, as well as the Ambassador Relations team, to seek relevant approvals. Attend talent shoots to ensure cause content is captured in alignment to creative briefs.
- Establish and maintain strong relationships with internal teams and external partners, working collaboratively to ensure effective content planning processes, integration and delivery across multiple platforms and channels during the campaign.
- Track content performance and gather insights to evaluate effectiveness. Working with the Senior Content Manager to incorporate feedback and implement improvements for future campaigns.
- 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.

- Is committed to amplifying children's voices and their representation through the work

#### 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.
- Able to work calmly and effectively in a fast paced, deadline-driven environment and to perform to a high standard under pressure.
- Able to use initiative to work both independently and collaboratively to meet deadlines and produce 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 setbacks, keeping problems in perspective.
- Takes a solution focused approach to problem solving to succeed in difficult circumstances.

#### **Relevant experience**

- Experience in executing content strategies. Ability to create engaging, audience focused content across multiple channels, including digital, web and social media.
- Exceptional communication and collaboration skills, with an emphasis on maintaining a consistent and unified brand voice.
- Strong project management skills with a track record of managing complex content workflows.
- Experience of developing creative briefs and working within brand guidelines to produce high quality creative content. Working with multi-disciplinary internal and external creative teams to deliver on briefs.
- Demonstrated ability to work collaboratively with and influence cross-functional teams, including internal colleagues and external partners.

## **Specific knowledge and skills**

- Knowledge of digital marketing, fundraising strategies and brand management.
- Strong project management skills, including workflow tools such as Asana, with the ability to lead complex projects across diverse teams.
- Copywriting experience, with excellent attention to detail and ability to engage target audiences with complex messaging across multiple channels.
- Highly creative with the ability to generate ideas and practically contribute to creative outputs.
- Strong understanding of social media ecosystems and best practice, with the ability to identify what works well across different platforms. Experience in creating and/or commissioning platform-native content that drives engagement and fundraising outcomes.