JOB DESCRIPTION

1. POST TITLE: Digital Content & Social Media Executive

2. CONTRACT DETAILS: This is a two-year fixed term position based in Limerick.

3. ROLE & PURPOSE OF POSITION

Reporting to the Head of Communications the Digital Content & Social Media Executive will work across all areas of the department implementing a dynamic digital and social media content strategy for the club.

In addition to creating, curating and publishing content, the successful candidate will work closely with Munster Rugby's in-house videography, media and domestic communications team members to produce content across Munster Rugby's men's and women's teams, domestic rugby, CSR and commercial campaigns.

Interaction and communication with volunteers and stakeholders are key components of this role and this relationship will need to be proactively managed by the Digital Content & Social Media Executive.

Please note this role will involve working unsociable hours including working weekends. Mobility will be a key part of the role and there will be a requirement to travel regularly as required between clubs and training grounds or places of operation of Munster Rugby, primarily Cork and Limerick.

4. REPORTING RELATIONSHIPS

Operational: Head of Communications

Functional: Chief Executive Officer

5. KEY QUALITIES:

The ideal candidate will possess most or all of the following qualities

- Proven experience growing a brand's social media channels;
- Experience in curating, producing and publishing content across different social media channels;
- Strong understanding of platform-specific best practices, trends, and audience behaviours;
- Experience in the use of content management systems for publishing website content;
- Have strong written, editing and storytelling skills, with a keen eye for detail;
- Ability to work to strict timelines and work professionally within a team, between internal departments and externally with key stakeholders;
- Experience creating content plans and digital campaigns;
- Strong competency to manage time, workload and resources while being able to adapt and work effectively in a fast-changing environment;
- Excellent project management and stakeholder management capabilities.

Desirable Skills:

- A strong interest in rugby and knowledge of the sport both in Munster and Ireland;
- Proficiency in using Canva and the Adobe Creative Suite, particularly Illustrator, Photoshop, and Lightroom;
- Relevant 3rd level qualification in communications, journalism, digital media or relevant field;
- Experience capturing photography content.

6. Key Responsibilities

- Coordinate the day-to-day management of Munster Rugby's social media channels, ensuring content is timely, engaging and aligned to club priorities;
- Plan, create and deliver innovative digital content that grows audiences and strengthens supporter engagement;
- Use audience insights and performance data to shape content strategy and improve channel performance;
- Identify emerging social media trends, content opportunities and new ways to connect with supporters;
- Producing and publishing content on the Munster Rugby website;
- Support matchday content production, delivering engaging real-time coverage across social media platforms for Munster Rugby's home and away fixtures across men's and domestic programmes as required;
- Support the planning and delivery of content around major club campaigns, player signings, commercial activations and community programmes;
- Work closely with internal videographers, (potential graphic designers), and key stakeholders to produce high-quality, engaging content;
- Monitor audience insights and performance across all digital channels and produce regular reports highlighting audience trends, content performance and recommendations.

The above statements are intended to describe the general nature and level of work required from this position. They are not intended to be an exhaustive list of all responsibilities and activities required. The holder of this position is required to respond with a flexible approach when tasks arise which are not specifically covered in this job description.