

Content Creator - Caledonia Gladiators (Super League Basketball)

Location: Playsport Arena, East Kilbride

Start Date: Immediate

Position: Full-Time

About Us:

The Caledonia Gladiators are Scotland's professional basketball team competing in the newly rebranded Super League Basketball. We have both men's and women's teams and are committed to excellence both on and off the court. As we gear up for the new season, we are seeking a talented and passionate Content Creator to manage our growing media presence.

Role Overview:

As the Content Creator, you will be responsible for driving the team's digital presence across multiple platforms, including TikTok, X (Twitter), Facebook, Instagram, and LinkedIn. You will also manage photography, videography, and graphic design, producing engaging content that captures the excitement of our games and events.

Key Responsibilities:

- Manage and curate content for all social media channels (TikTok, X, Facebook, Instagram, LinkedIn).
- Create graphics, promotional materials, and multimedia content.
- Capture high-quality photos and videos of games, practices, and events.
- Edit videos for game highlights, player profiles, and promotional content.
- Collaborate with the marketing team to implement campaigns and increase fan engagement.
- Ensure consistent brand representation across all digital and print materials.
- Engage with our audience, responding to comments, messages, and creating interactive content.

What We're Looking For:

- Proven experience in content creation, photography, and videography.
- Proficiency with graphic design tools (e.g., Adobe Creative Suite, Canva).

- Strong social media management skills across all major platforms.
- Ability to work in a fast-paced, sports environment with tight deadlines.
- Passion for sports, particularly basketball.
- Ability to work independently and as part of a team.
- Strong communication and organizational skills.

Bonus Points For:

- Experience in sports media.
- Video editing skills with a focus on storytelling.
- Familiarity with trends in digital media and sports marketing.

Compensation:

This is an excellent opportunity for someone looking to kickstart their career in sports media. The position offers competitive pay that reflects the role's scope and responsibilities, with room for growth and professional development.