

OPEN
GOAL

WE'RE HIRING!

SOCIAL MEDIA EXECUTIVE

JOB TYPE: FULL-TIME / PERMANENT | LOCATION: GLASGOW | SALARY: COMPETITIVE BASED ON EXPERIENCE

Open Goal is Scotland's No.1 independent football media platform, producing some of the UK's most-watched football podcasts, interviews, social content, travel features and live events.

As we continue to grow our audience and expand our content output, we're looking for a Social Media Executive to join our team in Glasgow.

This is a hands-on creative role suited to someone who is passionate and enthusiastic about social media, understands what makes engaging social video and is comfortable working in a fast-moving football and entertainment environment.

Working closely with our Content & Social Media Manager and the wider production team, you'll help turn Open Goal's long-form shows into engaging social-first content while also creating original material around our podcasts, partnerships, travel vlogs, membership content, live watchalong streams and events.

RESPONSIBILITIES

- **Social Media Content Editing** – Edit, format and caption engaging short-form content from Open Goal's long-form productions including podcasts and vlogs, optimising videos for platforms including Instagram, TikTok, YouTube Shorts, Facebook and X.
- **Partner Social Deliverables** – Produce and publish social media content required as part of Open Goal's commercial partnerships, ensuring agreed briefs, brand requirements and deadlines are met.
- **Travel Vlog Social Content** – Join selected Open Goal travel shoots and capture reactive, social-first content throughout each trip, helping build engagement around the content in real time.
- **Promotional Content Production** – Film, edit and publish promotional videos supporting upcoming Open Goal releases, including interviews, podcasts, watchalongs, travel content, live events and other major productions.
- **Live Watchalong Support** – Support the production and promotion of Open Goal's live watchalongs, creating reactive and in-event social content where required.
- **Partner Social Reporting** – Help produce monthly performance reports for commercial partners, summarising campaign activity, reach, engagement, video views and other relevant results.
- **Work closely with the wider content team** to identify strong clips, topical moments and social opportunities from Open Goal productions.
- **Help ensure Open Goal remains reactive** to breaking football stories, trends and moments across social media.



WHAT WE'RE LOOKING FOR

We're looking for someone who:

- Has experience editing & posting short-form video for social media accounts connected to public brands with large audiences.
- Is confident using editing software such as **CapCut or similar platforms**.
- Has a strong understanding of **Instagram Reels, TikTok, YouTube Shorts and other major social platforms**.
- Understands what makes a strong social hook, caption, thumbnail and opening few seconds of a video.
- Has a strong understanding of football and football culture, particularly Scottish and UK football.
- Is comfortable filming content using cameras and/or smartphones.
- Can work quickly and reactively when required.
- Has strong attention to detail and can work to deadlines.
- Is creative and willing to bring forward new ideas, formats and editing styles.
- Is comfortable working as part of a small, collaborative team.
- Is willing to work occasional evenings, weekends and travel where required around matches, recordings and live events.

DESIREABLE

Experience in any of the following would be advantageous:

- Creating content for a sports, entertainment or media brand.
- Motion graphics, animation or more advanced social video editing.
- Colour grading and creative visual effects.
- Photography.
- Social media analytics and reporting.
- Working with commercial partners or branded content.

THE OPPORTUNITY

You'll be joining Open Goal at an exciting stage of growth, with the opportunity to play a significant role in the continued expansion of the business and our ambitions to grow our presence across the wider UK football content market. The role will offer plenty of scope to develop creatively, take on greater responsibility and help shape how Open Goal looks, feels and connects with audiences across social media.

INTERESTED?

Send your CV alongside examples of previous social media/video work and a short introduction explaining why you'd be a good fit for Open Goal to info@open-goal.co.uk

