



Queens Park Rangers Football Club

Job Description – Digital Content Producer

Job Title	Digital Content Producer
Reports to	Head of Media & Communications
Direct reports	N/A
Key Contacts	Internal – Communications Department, Marketing Department, Commercial Department and Community Trust
Budgetary responsibilities	N/A
Location	Harlington / Kiyon Prince Foundation Stadium
Hours	9am – 5pm Monday – Friday, plus match-days
Job Purpose	The role will be to drive forward our creative video output across our online and social channels.
Remuneration	Salary commensurate with skills and experience.

Role Accountabilities & Key Duties	
1	Shoot and produce video content for our official website and social channels
2	Deliver creative and compelling motion packages.
3	Be innovative and take creative lead on motion graphic based output
4	Ensure all content is of high editorial quality, consistent with brand and style guidelines
5	Develop new ways of reaching audiences through interactivity, live output and social media.
6	Ensure all content complies with all policy and editorial guidelines.
7	Create engaging multi-format, multi-platform content to go live
8	Work with the Communications team to develop content ideas
9	Collaborate with internal departments e.g. Marketing, Community Trust to plan and promote content based on seasonal priorities/activities.
10	Manage multiple projects, whilst maintaining quality and balancing time constraints and tight deadlines.
11	Assist other areas of the Communications Department where necessary.
12	Participate in the appraisal process.
13	Comply with all company policies/procedures. Adhere to all company regulations regarding policies, procedures, health, safety and security.
14	All other duties that may arise from time to time and fall within the scope of this position.



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Person Specification – Digital Content Producer

Qualifications		Essential	Desirable
1	Educated to degree level, or equivalent	✓	
Skills, Knowledge & Experience			
2	Adobe After Effects and Premiere Pro, or similar (Final Cut)	✓	
3	Illustrator and ability to produce bespoke digitally-drawn assets		✓
4	Photoshop	✓	
5	2D motion graphics design and animation		✓
6	Knowledge of digital design trends and patterns	✓	
7	Must hold a valid full UK driver's licence and have access to own transport	✓	
8	IT skills to include a high level of competence using Excel, Word, Access and PowerPoint skills		✓
9	Two years industry experience	✓	
Attitude/Behaviours			
10	A professional "can do" attitude with strong organisational and administrative skills	✓	
11	A genuine team player	✓	
Personal Qualities			
12	A hardworking and enthusiastic individual	✓	
13	Excellent communication skills	✓	
14	Takes responsibility for ensuring a high quality of work	✓	
15	Demonstrates enthusiasm and is personally committed to achieving agreed objectives	✓	
16	Is receptive to feedback about own behaviour, strengths and areas for improvement	✓	
17	Displays a high level of confidentiality	✓	
18	Meticulous attention to detail	✓	
19	Loyal and committed	✓	