



CONTENT CREATOR

RECRUITMENT PACK

LIVERPOOL FOOTBALL ASSOCIATION

FOR YOU ○ **FOR ALL** ○ **FOR THE GAME**

A word from our Chief Executive Officer, Tony Smith:

“Liverpool FA is one of the most prestigious County FAs in the country, serving more than 55,000 players, 500 clubs and 4,000 teams.

At Liverpool FA, we believe in the power of football to unite communities and create lasting memories. As the governing body for football in Merseyside for over 140 years, we are dedicated to making football accessible and enjoyable for all, regardless of age, ability, or background.

Our utmost priority is that every participant is given the opportunity to develop in a progressive and enjoyable football environment. By promoting ‘**Football for All**’ we encourage participation across all sections of society, regardless of age, ability, disability, gender, sexual orientation, race, religion or socio-economic status.”



ABOUT THE ROLE

We are seeking a creative, proactive and motivated individual to join us as Content Creator, helping to bring Liverpool FA, LCFA Sefton and grassroots football to life.

This varied role will create engaging content and marketing campaigns across social media, email, digital and printed communications. You will get out across our region and capture the people, places and stories that make grassroots football happen while working across departments and with partners to support wider campaigns and projects.

You will need to be skilled and versatile with strong creative judgement, excellent organisational skills and the ability to manage deadlines and turn work around quickly. You will be confident producing content across different formats and channels while maintaining a consistent and professional brand.

This is an good opportunity to join our team as we continue to transform our organisation and create a better football experience for all.

This is a full-time, permanent role with a salary of up to £28,000 plus benefits, dependent upon experience.

HOW TO APPLY

The closing date for applications is Monday 28th September 2026 at 17.00pm.

Interviews for the positions will be held week beginning **Monday 12th October 2026** with representatives from Liverpool FA.

For an informal discussion about Liverpool FA and the role of Content Creator, please contact:

Tony Smith | CEO
Anthony.Smith@liverpoolfa.com
0151 523 4488

To apply for the role of Content Creator, please submit a CV and Covering Letter detailing the qualities and attributes you would bring to the role and compliment Liverpool FA's Team. Before applying, please see the relevant role profile below.

Completed applications can be submitted via this link:

[Apply for Content Creator](#)

Liverpool FA promotes inclusion, values diversity and welcomes applications from everyone. If you have any requirements in respect of the recruitment or interview process, please highlight this in your application or contact the Chief Executive Officer who will be happy to offer support.

Disclosure and Barring Service Check

As this role involves direct access to young people under the age of 18, within the context of the job and any subsequent related activities or responsibilities, the successful candidate will undergo a thorough screening process that will include an enhanced level Disclosure and Barring Service check to ensure their suitability for the role. Liverpool FA is committed to achieving equality and fairness in employment and service delivery and we welcome applications from all sections of the community.



Job Description and Person Specification

Job Title	Content Creator
Reports to	Head of Operations

Job purpose	
• To support delivery of The FA Grassroots Football Strategy and the Liverpool FA 2024–2028 Strategy • Deliver Liverpool FA’s marketing and communications strategy across digital, social media, email and printed communications channels. • Humanise the Liverpool FA brand by capturing and sharing stories from clubs, leagues, volunteers, referees, coaches, players and partners. • Planning and delivery of creative campaigns that promote Liverpool FA’s work and improve engagement across the grassroots football network. • Support LCFA Sefton’s venue and community communications by promoting the site, facilities, events, services, partners and local community activity, while capturing stories that position the venue as a welcoming community hub. • Collaborate with trusted partners to capture, develop and share content that supports Liverpool FA’s football priorities and LCFA Sefton’s community and venue objectives.	

Location	LCFA Sefton Drummond Road, Thornton, Crosby, L23 9YP Homeworking will also be accommodated, and the post-holder may also be expected to travel to other locations and/or overnight stays.
Working hours	35 hours p/week - Evening and/or weekend working may also be required to fulfil the responsibilities of this role.
Contract Type	Permanent

Responsibilities

Content Creation

- Create high-quality content for Liverpool FA's & LCFA Sefton's digital, social media, email and printed communications channels.
- Produce graphics, photography, video, interviews, reels, stories, articles and written content to support Liverpool FA's & LCFA Sefton's campaigns and key messages.
- Proactively attend clubs, leagues, events, programmes and partner activities to capture stories and content from across the grassroots game.
- Work with Liverpool FA's & LCFA Sefton's officers to identify opportunities to promote projects, programmes, services and local football stories.

Social Media Management

- Manage the scheduling, posting and day-to-day delivery of Liverpool FA's & LCFA Sefton's social media content.
- Maintain a planned social media calendar aligned to Liverpool FA & LCFA Sefton campaigns, events and seasonal priorities.
- Monitor social media engagement and respond or signpost where appropriate.
- Identify trends, content opportunities and new formats that can improve reach and engagement.

Design & Publications

- Use industry-standard software to create branded digital and printed materials.
- Produce brochures, guides, posters, presentations, infographics, newsletters and campaign assets.
- Ensure all materials are consistent with Liverpool FA & LCFA Sefton brand guidelines

Campaign Planning & Delivery

- Plan, manage and deliver marketing and communications campaigns from brief through to implementation.
- Develop campaign content, timelines, assets and channel plans to support agreed objectives.
- Coordinate campaign activity with internal officers to ensure messaging is accurate, timely and joined up.
- Monitor email performance, including open rates, click-through rates and engagement.
- Produce post-campaign reports covering reach, engagement, performance and key learning.

LCFA Core Responsibilities

- To contribute to the effective implementation of The FA's Safeguarding 365 Standard for County FAs.

- Contribute to ensuring that safeguarding and equality are embedded throughout the Liverpool FA and grassroots football.
- Be responsible for the safeguarding and welfare of all individuals at any LCFA event or activity you organise or lead, including risk-assessing all LCFA events and any activity involving under-18s or LCFA-deployed under-18 referees, coaches or volunteers, with safeguarding risk assessments submitted for approval by the Designated Safeguarding Officer.
- Comply with LCFA Health & Safety procedures and ensure a safe environment for all participants, colleagues and visitors.
- To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time.
- To provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Learning, FA Events, Whole Game System, Platform for Football, Matchday app and Full-Time).
- Establish positive relationships with local and national organisations to benefit Liverpool FA.
- To maintain a professional, business-like approach when representing LCFA with internal and external stakeholders, including member clubs and leagues.
- Work flexibly to execute tasks as required to meet the Liverpool FA's changing priorities.
- Execute tasks as required to support all LCFA business functions.

Person Specification

Qualifications & Experience

Essential

- Relevant commercial experience in marketing, communications, content creation, design, social media or a comparable creative role.
- Experience of creating content for digital and social media platforms.
- Ability to manage deadlines and turn around high-quality creative work quickly, while balancing planned campaigns with urgent communications requests.
- Experience using design software to create branded digital or printed materials.

Desirable

- A relevant qualification in marketing, communications, graphic design, media, digital content, journalism or a related subject.
- Experience working in sport, football, community engagement or the voluntary sector.
- Experience using Adobe Creative Cloud applications such as InDesign, Illustrator, Photoshop and Premiere Pro.
- Experience using Mailchimp or similar email marketing platforms.
- Experience of photography, video editing, interviews or short-form social content production.

• Experience of creating, planning and delivering campaigns across multiple channels.	• Experience of creating brochures, guides, newsletters, presentations and campaign packs. • Experience of producing basic reports on campaign, social media or email performance.
Skills	
<u>Essential</u> • Strong creative skills, with the ability to turn ideas and briefs into engaging content • Excellent written communication skills, with the ability to adapt tone and messaging for different audiences • Strong social media skills, including content planning, scheduling, posting and engagement. • Ability to produce video, photography and interview-led content • Strong organisational skills, with the ability to manage deadlines and multiple pieces of work at once.	<u>Desirable</u> • Design skills across print and digital formats. • Ability to identify social media trends and apply them appropriately • Strong copywriting skills for campaigns, articles, newsletters and promotional materials • Ability to use data and insight to improve future campaigns and content • Good IT skills, including Microsoft Office applications.
Knowledge & Experience	
<u>Essential</u> • Understanding of how to create engaging content across social media, email, website and printed channels • Understanding of audience engagement and how different channels reach different stakeholders • Understanding of campaign planning, scheduling and evaluation.	<u>Desirable</u> • Knowledge of grassroots football, the role of County FAs and how they operate in partnership with The FA • Understanding of working with volunteers, clubs, leagues or community organisations. Knowledge of and commitment to equality, diversity and inclusion. • Knowledge and understanding of working with volunteers.
Enhanced DBS Check required?	Yes
Full Driving Licence?	Yes



JUST SOME OF THE MANY BENEFITS OF WORKING AT **LIVERPOOL FOOTBALL ASSOCIATION**

We pride ourselves on our culture and providing an environment where you can develop and excel in your role whilst earning a competitive salary. But that is not all, we also have a range of exciting benefits, some of which can be found below:

Volunteering Day
Opportunity to Volunteer during work with a variety of charity partners.



Opportunity to join the financial sacrifice **Car Scheme**

Access to
Cycle to Work Scheme



Specialist **mental health** and **wellbeing support** all season round.

A host of **internal events** to connect with your colleagues and learn



Continued Professional Development through our **Degree Apprenticeship Programme**

Access to an **Employee Financial Savings Scheme**



An employee contributory **pension scheme**.

Hybrid working available for all employees



Priority ticket access to football events at Wembley Stadium.