



NEWCASTLE UNITED

JOB DESCRIPTION

Job Title	Lead Social Designer
Department	Creative
Responsible to	Chief Creative Officer (CCO)
Responsible for	No direct reports

Job Summary
The Lead Social Designer defines and leads the club's visual identity and creative output across social media and digital content, ensuring every post, video and campaign reflects world-class standards and strengthens the club's global presence. Working in close partnership with the Head of Social & Content, the Lead Social Designer translates the CCO's brand creative vision into striking digital experiences producing content that is culturally relevant, engaging and unmistakably on brand across every platform and format. Social is where most fans encounter the club every day. This role carries the design standard of the brand into that daily encounter making sure the club's feed feels as considered and distinctive as its flagship campaigns.

Role Responsibilities	Creative Leadership • Establish and evolve visual and creative standards for social media, digital campaigns and content marketing. • Lead the creation of a consistent and distinctive social design language that aligns with the club's brand identity and storytelling platforms. • Drive innovation in digital design, motion graphics, video content and interactive media to elevate the club's social presence. • Champion bold, original and culturally resonant creative work for global audiences. • Own the social design system templates, motion grammar, typography, colour and the rituals that keep it fresh. Collaboration with the Social Team • Work closely with the Head of Social & Content, Art Director and the wider content asocial teams to translate strategy, campaigns and messaging into visually compelling content. • Align design outputs with the Social team's publishing schedule, audience engagement goals and platform-specific requirements. • Collaborate on ideation, creative briefs and content planning to ensure visuals amplify storytelling and fan engagement. • Provide guidance and feedback to ensure visual content supports performance metrics, community engagement and brand growth. • Act as the creative lead for live matchday social design on major fixtures.
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	Project Management • Oversee production schedules, ensuring content is delivered on time and meets world-class standards at the tempo of a Premier League season. • Collaborate with the Art Director, CCO and Creative Services to maintain cohesion across campaigns. • Provide creative direction and technical guidance to the team, including motion designers, designers and content editors. Innovation & Trend Awareness • Monitor global trends in social media, digital content, design and motion graphics to keep the club at the forefront. • Test new formats, platforms and interactive content opportunities to drive engagement and reach. • Experiment with AR/VR, immersive storytelling, short-form video and emerging technologies to enhance fan experiences. • Share learnings back into the department so design and content teams evolve together. Core Outputs • Cohesive, high-quality social and digital design across all platforms. • Engaging motion graphics, video and interactive content aligned with the Social team's strategy. • Templates, visual systems and motion guidelines for consistency and efficiency. • Creative storytelling that amplifies campaigns, matchday experiences and fan interactions. • A social design output that is recognizably the clubs in a single frame. • Any other reasonable duties
Role Requirements	• Perform duties with due regard to club policies and procedures and legislative requirements at all times; • Ensure implementation of the clubs health & safety, safeguarding, welfare and equality policies to create a safe working environment for all; • Ensure working practices are compliant with relevant legislation and data protection legislation and/or general data protection regulations (GDPR) requirements; • Undertake continuous professional development (CPD) training and/or additional training as identified or as required.
Qualifications & Training	
Essential	• Relevant degree in graphic design or a closely related discipline or equivalent relevant experience



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| • Desirable | • Digital media or motion design training. |
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Knowledge, Skills & Experience

Essential

- Experience leading social design in sport, media, entertainment or lifestyle brands.
- Strong portfolio in motion graphics, video content, social campaigns and digital storytelling.
- Expert knowledge of Adobe Creative Suite, After Effects, Figma or equivalent tools.
- Strong collaboration and project management skills, particularly working with social and cross-functional teams.
- Ability to translate strategy and creative briefs into high-quality, on-brand social content.
- Comfort operating at matchday tempo fast turnaround, high stakes, no compromise on craft.

Desirable

- Experience in football or global sport brands.
- Knowledge of emerging social platforms and trends, including short-form video, AR/VR and interactive content.
- Understanding of audience analytics and how design influences engagement and reach.
- Ability to scale social design production for campaigns with global visibility.
- Experience directing motion designers and videographers on live content.

Criminal Record Check Requirement

This role does not require a criminal records check (CRC) deemed suitable by the Club.

Club Statements

General Statement

All employees of the Club must at all times carry out their responsibilities with due regards to all policies and procedures and in particular health and safety, confidentiality and data protection.

Safeguarding & Welfare Statement

The Club is committed to the safeguarding and welfare of all children, young people and adults at risk of harm and requires all staff, volunteers and others associated with the Club to share and endorse this commitment.

As part of this commitment, all staff are expected to undertake regular safeguarding and welfare related training and to ensure the environments in which they work remain safe at all times. This includes ensuring 'best practices' are adopted at all times and incidents or concerns are proactively reported. Safeguarding is considered everybody's responsibility.



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Equality, Diversity & Inclusion Statement

The Club is committed to equality, diversity and inclusion, encapsulated by the Club's brand United As One, and believes in equal opportunities for all. We expect that all staff, volunteers and others associated with the Club share and endorse this commitment in a positive manner. The club does not tolerate any form of direct or indirect discrimination, victimisation or harassment. Your behaviour must align to the principles of equality as outlined in the Clubs equality policy which can be found at www.nufc.co.uk/UnitedAsOne.

Health & Safety Statement

The Club is committed to effective management of the Health and Safety risks to all employees, visitors, supporters, and any others associated with the Club. As part of this commitment all staff are expected to conduct your business in a proactive way that prevents injury and ill health to those who may be affected by your activities.

All staff are expected to undertake regular Health & Safety related training and to ensure the environments in which they work remain safe at all times, with the mindset that Health & Safety is everybody's responsibility.