Job Title	Senior Football Social Media Manager
Department	Social & Creator team
Responsible to	Director of Growth Marketing
Responsible for	Social Media Executives

Role Purpose
Lead Newcastle United's football social publishing operation across Men's, Newcastle United Women and Academy football. The role is responsible for planning, delivering and optimising day-to-day football social content, ensuring matchday coverage, player storytelling and football-first content consistently engage supporters and contribute to audience growth. Working closely with Content, Creative, Communications, Football and Matchday Operations, the Senior Football Social Manager will translate the Club's social strategy into high-quality, platform-first execution. The role will lead the Football Social team and maintain strong editorial, publishing and operational standards across the football calendar.
Your Impact
Through high-quality, platform-first football social publishing, this role will strengthen supporter connection across Men's, Newcastle United Women and Academy football, support sustainable audience growth and ensure the Club responds to key football moments with accuracy, pace and authenticity.

How You'll Lead	• Ensure a fit-for-purpose individual and team Continuous Professional Development programme is in place, with role-specific requirements completed in line with Club policy. • Act as a role model for the Club's values and behaviours, leading the team to do the same and appropriately challenging behaviours that do not align. • Ensure people management policies and processes are applied fairly, consistently and in line with Club requirements. • Create an inclusive, supporter-first and high-performing culture that balances creativity, pace, accuracy and operational discipline.
What You'll Deliver	• Lead football social publishing across Newcastle United Men's, Women's and Academy teams. • Own integrated football social calendars and channel publishing plans, aligned to the wider social strategy and Club priorities. • Ensure content is adapted for the role, audience and behaviours of each priority platform, including Instagram, TikTok, X, Facebook, YouTube and emerging channels. • Maintain a consistent, distinctive and authentic Club voice across football social activity. • Apply clear editorial judgement, approval routes and brand-safety standards in a fast-moving environment. • Lead the planning and execution of matchday social coverage across relevant teams

	and competitions. • Coordinate football social output before, during and after fixtures, ensuring clear roles, workflows and handovers. • Develop engaging live and reactive formats that strengthen supporter connection and make the most of key football moments. • Manage matchday publishing rotas and delivery, maintaining accuracy, pace and quality under pressure. • Work with relevant teams on escalation and approval of sensitive, unexpected or reputationally significant moments. • Work with Content and Creative colleagues to identify and develop compelling football stories for social channels. • Maximise appropriate player, coach, training, behind-the-scenes and competition storytelling opportunities. • Develop publishing plans around key football moments across the season, from fixtures and milestones to signings and Club announcements. • Provide clear social briefs and platform requirements while partnering with Content and Creative on storytelling and production quality. • Balance planned, reactive and always-on football content to maintain relevance and consistency. • Use platform insight, social listening and performance data to improve publishing decisions, formats and channel performance. • Track football social performance against agreed objectives and provide clear learning and recommendations to the Head of Social & Creators / Influencers. • Identify football content trends, platform developments and supporter behaviours that create growth opportunities. • Build a test-and-learn approach across formats, publishing times, platform features and engagement mechanics. • Support audience growth while protecting authenticity and relevance for existing supporters. • Manage, coach and develop two Football Social Executives, setting clear objectives, standards and ways of working. • Prioritise team workload across matchdays, training, announcements, competitions and always-on publishing. • Act as the day-to-day football social lead and subject matter expert within the Social & Creator team. • Build effective working relationships across Football, Newcastle United Women, Academy, Communications, Content, Creative, Commercial and Marketing. • Support the Head of Social & Creators / Influencers in delivering the wider social strategy, governance model and channel priorities. • Work with the Senior Social Marketing Manager and relevant stakeholders to integrate football content into Club campaigns, retail, membership and partner activity. • Ensure commercial and partner requirements are delivered accurately, naturally and

	with appropriate consideration for the supporter experience. • Identify football moments and storytelling opportunities that can support wider Club objectives without compromising editorial credibility.
How You'll Work	• Perform duties with due regard to Club policies, procedures and legislative requirements at all times. • Support implementation of health and safety, safeguarding, welfare and equality policies to create a safe working environment for all. • Ensure working practices comply with relevant legislation and data protection / GDPR requirements. • Undertake CPD and any additional training identified or required by the Club. • Undertake any other reasonable duties consistent with the scope and seniority of the role.
Build effective working relationships across Football, Newcastle United Women, Academy, Communications, Content, Creative, Commercial and Marketing. Work with Matchday Operations, the Senior Social Marketing Manager and relevant stakeholders to coordinate football social delivery, campaigns and partner activity, while supporting the Head of Social & Creators / Influencers on strategy, governance and channel priorities.	

What You'll Bring	
Essential	• Significant experience managing social media within football, sport, entertainment, media or another high-profile, fast-moving environment. • Strong understanding of football culture, supporter behaviour and the demands of live football publishing. • Experience planning and delivering live social coverage for sporting events or comparable live moments. • Excellent copywriting, editorial judgement and attention to detail. • Strong knowledge of social platforms, publishing tools, social listening and analytics. • Experience managing, coaching or mentoring team members. • Ability to manage multiple priorities, make sound decisions and remain calm under pressure. • Strong stakeholder management and collaboration skills. • Flexibility to work evenings, weekends and matchdays in line with the football calendar.
Desirable	• Experience working within a professional or elite football environment. • Experience managing social activity across Men's, Women's and Academy football. • Experience working directly with players, coaches, Football Operations and Communications teams. • Experience supporting international audiences or multilingual channels. • Experience delivering sponsor, partner or commercially integrated football content.
Qualifications & Development	
Essential	• Educated to degree level or able to demonstrate equivalent relevant professional

	experience. • Undertake CPD and any additional training identified or required by the Club.
Desirable	• A relevant qualification in Marketing, Communications, Digital Media or a related discipline is desirable.

Pre-Employment Checks
This role does not require a criminal records check (CRC) deemed suitable by the Club. Where a role requires a CRC, this must be obtained by the Club.

Our Commitments

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.

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.