Recruitment
Social Media Producer (Publishing)

Overview - BWF

The Badminton World Federation (BWF) is the world governing body for the sport and has its headquarters in Kuala Lumpur, Malaysia.

Working closely with its Members and the five Continental Confederations for badminton, the BWF promotes, presents, develops, and regulates the sport worldwide.

Badminton has been an Olympic Games sport since the Barcelona 1992 Olympic Games and is a Paralympic Games sport since the Tokyo 2020 Paralympic Games. The BWF has 197 Members who are responsible for regulating and developing badminton in their country at a national level.

The BWF corporate website provides further information on BWF’s vision, mission, and goals – http://bwfcorporate.com/

Position Overview

An exciting opportunity has arisen for a creative, driven, and motivated candidate to join the communications team at the Badminton World Federation in the role of Social Media Producer (Publishing). The individual will be responsible for coordinating, planning, and delivering all social media publishing on its in-house content channels.

Position Title: Social Media Producer (Publishing)
Part / Full Time: Full time (equivalent 5 days a week)
Location: BWF Headquarters - Kuala Lumpur, Malaysia
Reports to: Head of Communications
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Overall Duties
Reporting to the Head of Communications, the Social Media Producer (Publishing) is responsible for planning, managing, and overseeing all social media publishing on BWF’s social media platforms including but not limited to Facebook, Twitter, Instagram, and YouTube.

This includes working with the Head of Communication, Content & Production Manager, Social Media Producer (Engagement), and News Editor to coordinate the publishing of all content in line with the overall digital content strategy and shaping and articulating entertaining stories.

This person must show ability to develop continuity and creativity in social media publishing, with a strong emphasis on entertainment, engagement, and consistency both during live tournament coverage, as well as non-competition periods.

The Social Media Producer (Publishing) will also be required to work closely with the Development team to provide assistance and advice on the publishing of content on BWF’s development channels.

Additional short-form content curation skills are desired.

Internal Liaison External Liaison
- Commercial and Communications Director
- Head of Communications
- Development Team
- Other BWF staff
- Commercial Partners
- Social Media Agencies

Responsibilities
The Social Media Producer (Publishing) forms a crucial part of the Communications Department, reporting to the Head of Communications and working alongside an energetic and creative team of writers, reporters, and designers.

Together with the Communications Department Staff, the Social Media Producer (Publishing) is responsible for:

1. Editorial management of BWF’s Facebook and Twitter accounts, and management support of BWF’s YouTube channel.

2. Coordinating the BWF Social Media Posting Calendar in collaboration with the Communications Department and in line with the overall BWF Communications Plan.
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3. Ensure the timely, accurate and consistent sharing and publishing of all news, announcements, reports, videos, and graphic and visual content on BWF’s social media platforms.

4. Shaping and articulating engaging and entertaining posts text, social copy, and video descriptions.

5. Management of BWF’s automated graphics generation software.

6. Contribute and help coordinate the short-form content generation and publishing of the Development department.

7. Assisting in bringing to life storytelling concepts for commercial, developmental, and educational marketing activations.

8. Supporting the communications function in any other way.

Qualities / Attributes

The successful candidate will have an in-depth understanding of the latest social and digital media trends and behaviours, a natural storytelling style and adaptable communication skills, a brilliant creative mind for publishing and producing dynamic sports and non-sports related content.

You will have an excellent understanding of the social and digital media ecosystem, as well as excellent organisational and coordination skills and be an effective communicator with exceptional copywriting and interpersonal skills.

Your ability to adapt to different roles and responsibilities and produce, publish, coordinate, and manage a variety of traditional and digital content types across multiple social media platforms is essential.

Having worked in a multicultural environment will also be an advantage as will being fluent in other languages. A flexible attitude in working and thriving in a small team of personnel will also be essential.
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Selection Criteria
Candidates for the position will require a range of personal and professional skills to be considered for the role. The key criteria below will be used as a basis for short listing candidates for the interview phase.

Applications for the position must address each criterion, providing examples from their experience / employment background.

a) Qualifications and Experience

1. Relevant formal qualifications – a degree in digital media / communications / digital marketing / social media production.
2. Experience in producing and publishing large quantities of social media content across multiple platforms.
3. A brilliant creative mind for coordinating and bringing to life strategic marketing and communication concepts.
4. Experience in working in multi-cultural work environments.

b) Knowledge and Skills

1. Excellent interpersonal skills and proven capacity to support the work of others.
2. Excellent English written and spoken language skills and superior presentation and copywriting skills.
3. Advanced social media publishing and storytelling experience.
4. Advanced digital production skills including graphic design and video editing.
5. Understanding of digital and social media platforms and various forms of communication techniques and content curation / presentation styles.
6. Understanding of the sports industry and the role of an international federation / world body in the structure of an Olympic Games sport.

c) Personal Attributes

1. You will have a positive outlook to employment and be a person that takes pride in the quality of work.
2. Capacity to work independently with minimal supervision.
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3. Be willing to travel.

Remuneration

Negotiated with the successful candidate dependant on qualifications and experience. 

*An expected remuneration should be stated in the application.*

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Contract

A contract with a three-month probationary period will be offered to the successful candidate. Length of the contract to be discussed.

Performance appraisals, against mutually agreed performance objectives will be a regular part of employment.

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Hours of Work and Location

The position is contracted and full time at BWF Headquarters in Kuala Lumpur. The nature of the work requires flexibility during busy periods. Overseas travel is required.

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Required Format for Applications

1. An email application or letter applying for the job.

2. A statement addressing each *Selection Criteria* (a, b, and c above) giving examples from your employment background and life experiences.

3. A brief CV / resume of no more than four pages.
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At the time of application, you are required to indicate your current remuneration level and your expectations in terms salary.

Contact

- Owen Leed, Commercial & Communications Director – o.leed@bwf.sport
- Lloyd Green, Head of Communications – l.green@bwf.sport