

Content Creator Programme 2025

Cumann Lúthchleas Gael in association with The Camogie Association is excited to launch the **Camogie Content Creator Programme**, an initiative designed to engage passionate storytellers who can capture and showcase the essence of Camogie across Ireland, on social media.

This programme offers a unique opportunity for a number of individuals to bring the passion, skill and drama of Camogie to life through compelling digital content.

You will have the chance to develop engaging content that resonates with fans, and we want your creativity to shine!

This is a short term casual contract offering successful candidates the opportunity to accept weekend work at various locations within their province, for a daily rate.

This role offers candidates a unique opportunity to;

- Gain hands-on experience in sports media and content creation.
- A platform to showcase your talent to a national audience.
- The opportunity to be at the heart of Camogie's biggest moments in 2025.

Key responsibilities:

The successful candidate's will be tasked with sharing and growing the game of Camogie through creativity, passion, and digital storytelling! The duties will include but are not limited to:

- Capture content from, and react to, key fixtures, moments and stories around the country throughout the 2025 Glen Dimplex Camogie Championship.
- Create engaging social media content, including video highlights and behind-the-scenes footage, considering current trends in the digital landscape.
- You will be expected to edit content for key platforms (Instagram, TikTok, Twitter, Facebook).
- Collaborate with the wider creator-programme participants to align content plan and overall activity.
- Content should align with the Camogie Association's digital strategy and social guidelines.
- Enhance the GAA's Youth Leadership programmes in the region.

- Assist in the delivery of the GAA Green Clubs Programme.

Essential Criteria:

We are seeking enthusiastic and creative individuals who:

- Have a strong passion for Camogie/gaelic games.
- Are experienced in content creation, including videography, photography and social media storytelling.
- Can create engaging content that highlights the best of Camogie.
- Are proficient in editing tools and social media platforms.
- Are proactive, innovative, and able to work independently as well as with others.
- Have exceptional written and verbal communication skills. Are organised and can manage multiple tasks and meet tight deadlines.

Desirable Criteria

- Experienced in graphic design software.
- Knowledge of trends in digital media and content strategy.

How to Apply:

Interested applicants should submit the following:

- A short video (no more than 2 minutes) introducing yourself and outlining why you want to participate in the programme.
- CV

Optional:

- A portfolio or samples of previous content, if relevant (videos, photography, social media posts, or articles).

Candidates interested in the above role should apply by sending the above to Jobapplications@gaa.ie on or before 3pm on 27th April 2025

The GAA is an equal opportunities employer