



Glasgow 2026 Commonwealth Games – Job Description

Job title:	Production Lead
Division:	Marketing, communication and engagement
Department:	Content
Reports to:	Head of Content
Location:	Glasgow

Job Purpose

Next summer, Glasgow will host the 23rd edition of Commonwealth Games from 23 July to 2 August. Around 4,000 athletes and team officials from up to 74 nations and territories across the Commonwealth will come together in a 11-day celebration of world-class sport and culture. Events will take place across Glasgow, entertaining around 500,000 ticketed spectators and reaching a global broadcast audience of more than one billion.

We are growing our Marketing, Communications and Engagement Division, and building a world-class team of motivated marketers to help us deliver an unforgettable experience for everyone attending, from international athletes to sports fans and volunteers, commercial partners and special guests from around the world.

The Production Lead will manage the production of creative assets by managing project workflows, tracking deadlines, and allocating resources to ensure timely and efficient delivery of creative work. Key responsibilities include managing the brief lifecycle, monitoring team capacity and potential bottlenecks, and fostering strong communication with internal stakeholders to achieve project objectives.

This role will lead the creation, production, and distribution of over 1,000 on-brand materials, for a wide range of audiences including spectators, volunteers, partners, and the general public.

As Production lead, you will be responsible for maintaining brand identity and consistency across a wide array of digital and print publications in the lead up to and during Games time, facilitating integrated and collaborative working with colleagues across the OC.

You will drive the publications programme for the Glasgow 2026 Commonwealth Games by leading the briefing, creative development, and timely delivery of all publications. Sitting at the intersection of brand and creative studio, this role will translate OC requirements into creative briefing, managing the workflow and timely outputs of the creative studio.



With a focus on collaboration, creativity, and precision, this role is central to delivering an outstanding Games-time and pre-Games experience, through compelling and impactful content.

Role Summary / Key Accountabilities

- Manage the workflow of the creative studio, planning and tracking the flow of creative projects from briefing to final delivery.
- Own and cascade the creative briefing process, ensuring projects are realistic, feasible, and contain all necessary information
- Manage and track deadlines for all studio output and ensure creative assets are delivered on time.
- Serve as a single point of contact for stakeholders, providing project updates and managing expectations.
- Continuously review and refine traffic management and production processes for greater efficiency.
- Lead the project management of all Glasgow 2026 publications, including newsletters, leaflets, governance reports, consumer marketing materials, and operational collateral.
- Plan and schedule all publication outputs to meet agreed timelines, budgets, and quality standards.
- Maintain a live inventory of publication needs and workflows; coordinate with FAs across the OC to ensure streamlined production and budget accuracy.
- Manage a network of external agencies and suppliers (e.g., design, print, translation, photography, copywriting), ensuring high-quality service and timely delivery.
- Develop and oversee all briefing, production, and sign-off processes, including any required warehousing and distribution of physical materials.
- Ensure consistent implementation of Glasgow 2026 brand identity across all outputs.
- Ensure all commercial partners and sponsors are featured in all collateral.
- Manage the archiving and documentation of all publications, ensuring full lifecycle traceability and legacy access.
- Collaborate with the Head of Content to develop and implement an e-publishing strategy.
- Lead the development of policies for accessible and environmentally sustainable publishing.
- Oversee the publications budget and ensure effective cost control across all suppliers.

Responsibilities of the role will evolve during the lifespan of the OC.



Knowledge & Experience

Essential

- Excellent organisational skills and attention to detail, with the ability to manage multiple projects simultaneously.
- Strong written and verbal communication skills, including confidence working with agencies and suppliers.
- Familiarity with marketing workflows, publication timelines, and production processes.
- The ability to identify potential issues, find creative solutions, and adapt to changing circumstances.
- Confident using tools such as Microsoft Office, project management platforms, and digital asset management systems.
- Experience working on large-scale events, sport, or public-facing campaigns.
- Knowledge of creative production processes including print, video, and digital.
- Awareness of accessibility and inclusive communication principles.
- Experience working with brand guidelines or contributing to brand development.

Personal Characteristics

- An excellent communicator, thriving working in a fast-paced environment
- An ability to build strong, meaningful relationships with key stakeholders.
- Excellent copywriting and proofing skills.
- Creative & Curious – Brings fresh ideas, a willingness to learn, and energy to the team.
- Organised & Reliable – Delivers high-quality work to deadline
- Team Player – Works collaboratively and respectfully with internal teams and external partners.
- Detail-Oriented – Notices inconsistencies and helps uphold the Glasgow 2026 brand standard.
- Adaptable & Positive – Thrives in a dynamic environment and embraces change with enthusiasm.
- Audience-Focused – Keeps the needs and interests of fans, communities, and stakeholders front of mind.