Job Description

Digital Marketing Executive

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| **Job Title** | Digital Marketing Executive |
| **Reports to** | Head of Communications and Marketing |
| **Directorate** | Partnerships and Communications |
| **Location** | British Rowing Headquarters, London |

Job Purpose

To be responsible for planning and delivering high quality digital marketing and communications activity to internal and external audiences.

To support the delivery of creative and innovative marketing campaigns through the creation and curation of engaging content in support of all of British Rowing’s strategic objectives and core business activities.

Responsibilities

* Responsible for the day-to-day management and ongoing development of the British Rowing website
* Work closely with our website agency and IT teams to help design, develop and manage bugs or issues on the website to ensure that it technically and visually meets the needs of our audiences
* Produce and coordinate engaging and timely content for the British Rowing website
* Manage and develop British Rowing’s social media channels, using analytics to further improve our engagement across channels
* Plan, produce and coordinate engaging and timely content for the British Rowing social media channels
* Develop and deliver email marketing campaigns, to internal and external audiences on a regular basis. This includes, but not limited to, coordinating and editing content for email newsletters to our clubs, coaches and members, and on behalf of our partners
* Analyse and report on the performance of our digital channels to make recommendations for the future
* Support the Head of Communications and Marketing and the Partnerships and Communications Team in delivering the ongoing communications and marketing strategy for British Rowing
* Support the planning and implementation of marketing campaigns, with a particular focus on digital channels
* Support other members of the Partnership and Communications Team as required
* Ensure all internal and external communications present an energetic and positive image of British Rowing.
* Attend British Rowing events and manage required communications activity as directed
* At all times, consider how you and your role can support the strategic objectives of British Rowing

Required Skills

* Outstanding understanding of written English
* Excellent communication skills
* Professional experience and competence in creating written and presentational content for digital platforms that engages the user
* Professional experience of using all current social and digital media platforms and growing an audience base
* Excellent aptitude for IT
* Experience using content management systems on websites
* Excellent and loyal team player

Desirable Skills

* Interest in and knowledge of rowing
* Experience of working for or with a sport, a national governing body, sports league or sports brand
* Experience of media relations across print, digital and broadcast media
* Photographic or Videographic skills
* Experience producing content in HTML and CSS
* Experience of working with volunteers

*This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation.*

Additional Information

Working hours are 40 hours a week although flexibility is required in order to ensure core objectives are achieved. National and international travel may be required.

Equal Opportunities

British Rowing is committed to equal opportunities for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.