



BRITISH ROWING

Content Executive (Talent ID)

Job specification

TEAMWORK | OPEN TO ALL | COMMITMENT



Job Title	Content Executive (Talent ID)
Reports to	Head of Communications & Marketing
Directorate	Partnerships & Communications
Location	British Rowing Headquarters, Hammersmith, London (Currently remote due to COVID-19 restrictions)

Role Purpose

To help with the creation and distribution of content in support of talent identification within rowing, with a primary focus on Para-rowing recruitment.

Responsibilities

- Help with the creation and execution of a content and distribution plan to support British Rowing's objectives on talent identification with hyper-local (geographical) and hyper-focused (target groups) activity
- Help to create content, particularly video, that supports talent identification with a focus on:
 - Paralympic Talent Identification and Recruitment
 - England Talent Pathway, Women, LSEG, BAME Talent Identification & Recruitment
- Build relationships with key influencers, organisations and groups within target areas and with target groups to share content beyond British Rowing's owned channels
- Work with colleagues to ensure content is optimised for search and user experience
- Help to run social media advertising campaigns to increase reach to target audiences
- Help to report on progress of talent identification activity
- Represent British Rowing at events to promote talent identification in rowing
- Be a team player and at all times consider how the role can support the strategic objectives of British Rowing

This list is not to be regarded as exclusive or exhaustive, as there may be other reasonable duties and requirements associated with the post, which British Rowing may call upon the post-holder to perform from time to time.

Person Specification

Essential

- Video content capture and editing skills, including confident in the use of Adobe After Effects
- Skill at creating both long-form and short form content for social media, as well as content creation and distribution in real-time
- Knowledge of appropriate distribution tactics for digital and offline channels to build effective campaigns
- Excellent knowledge of social media platforms, trends and reporting

- Experience of compelling storytelling
- Capable of selling a story to a diverse audience through different channels, including face-to-face
- Experienced in working with diverse teams
- A can-do attitude and willingness to take on new challenges
- Self-motivated, forward thinking and creative
- An innovative mind set and an ability to challenge the status quo

Desirable

- Graphic design skills
- Interest in and knowledge of rowing
- Experience of working within the sports industry

Additional Information:

Standard British Rowing working hours are 9:00 to 17:00 but this role will require flexibility around evening and weekend working.

British Rowing is a membership organisation with 30,000+ members, funded partly by the exchequer and by the National Lottery via Sport England and UK Sport. The organisation is responsible for the training and selection of individual rowers and crews representing Great Britain, and for the development and participation of rowing and indoor rowing in England. Rowing is one of the most successful British Olympic sports of all time delivering 26 Olympic and Paralympic medals since Sydney 2000. We are committed to ensuring that the sport continues to thrive from the grass roots right up to winning medals at the Olympic Games.

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.