



BRITISHROWING

Job Description

Digital Marketing Executive

TEAMWORK | OPEN TO ALL | COMMITMENT

Job Title	Digital Marketing Executive
Reports to	Head of Digital Marketing
Directorate	Partnerships & Communications
Place of Work	British Rowing Headquarters, Hammersmith, London

Job Purpose

The Digital Marketing Executive is a results-oriented digital marketing professional who will help drive awareness, engagement, leads, acquisition and retention for the organisation. They will be responsible for creating and helping execute marketing campaigns across all channels.

Responsibilities

- Support the development and implementation of the organisation's digital strategy to drive engagement with existing customers and future target audiences, across all formats of the sport – rivers and lakes, coastal and indoor – as well as events
- Support the development of content, contact and channel strategies for each audience
- Create and assist in the implementation of campaigns for our social media and email marketing (Mail Chimp) platforms and continually test and optimise these campaigns to deliver inspiring and, ultimately, personalised experiences
- Work cross-functionally across the Partnerships & Communications team and the wider national governing body assisting both our core marketing function and our membership and rowing community teams to build and execute campaigns
- Work with the communications team to manage social content strategy & community.
- Source content for all our digital channels working with writers, bloggers, athletes and the rowing community
- Support the maintenance of our current digital platforms and the development of digital infrastructure
- Create weekly and monthly reports, transforming organisational data into actionable recommendations to improve business performance
- Support on conducting research to generate actionable recommendations to get extremely close to our members and customers and keep them at the heart of our thinking
- Manage any other projects based on company strategy to achieve growth
- Support event delivery

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

- You are a team player
- You have energy, passion, and a sleeves-rolled-up mentality
- You are someone who will thrive in a fast-paced, innovative and team-oriented environment
- You are a data-driven individual who enjoys finding ways to improve everything they do.
- You have at least 2-years' experience in digital marketing
- You can get hands on in building and delivering campaigns
- You have experience working for a high-growth subscription or membership business working across the marketing funnel driving awareness, acquisition, retention and referrals
- You have experience with Google Analytics and Google Ads
- You are an excellent communicator and able to communicate complex ideas simply and clearly with an actionable plan

Desirable

- Experience of building CRM systems
- Experience working in the sports sector
- Experience in both B2B and B2C marketing
- Experience in a start-up environment

Additional Information

Standard working hours are 9:00 to 17:00 although flexibility is required in order to ensure core objectives are achieved. National 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.