



Job Description

**Content Developer:
GB Rowing Team Pathway**

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Job Title	Content Developer: GB Rowing Team Pathway
Reports to	GB Rowing Team Communications Lead
Directorate	Performance
Location	Remote, with office base at British Rowing Headquarters in both Hammersmith and Caversham with national travel required
Status	<i>Full time</i>

Job Purpose

To help with the creation and distribution of engaging content in support of the talent identification pathway within rowing, focusing on the following areas;

- Olympic Pathway recruitment via the Start Programme
- Paralympic Pathway recruitment
- Beach Sprints Pathway recruitment.

In addition, support the GBRT communications team to tell the athletes stories on their road to the Paris 2024 Olympic and Paralympic Games and beyond, through engaging video/photo content, with a particular focus on those who have joined the GB Rowing Team through non-traditional routes.

Responsibilities

- Help with the creation and execution of a content and distribution plan to support the priorities outlined above
- Help to create content, particularly video, that supports talent identification with a focus on:
 - Paralympic Talent Identification and Recruitment
 - Talent Identification & Recruitment of under-represented communities
- 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, including hard of hearing and visual impairment.
- In collaboration with colleagues in the communications team, help to run social media advertising campaigns to increase reach to target audiences
- 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 and photo content capture and editing skills
- 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
- Excellent knowledge of social media platforms, trends and reporting
- Experience of compelling story telling
- Capable of selling a story to a diverse audience through different channels
- Experienced in working independently and as part of a team
- 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
- Able to drive & provide own transport to rowing venues across the UK, in order to complete activities related to the role as required

Additional Information:

Hours

Hours will be general office hours however there is some flexibility to reflect the needs of the role and to maintain an appropriate work/life balance. This may include time in the evenings, at weekends and over public holidays.

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.

If you are interested in the role, please email your CV and portfolio alongside a covering letter to HR Manager – hr@britishrowing.org

Closing date: Two weeks after ad goes live
Salary: £24k

No CV's from agencies please.