

# Job Description



**Job Title:** Membership Marketing and Content Officer

**Department:** Membership Marketing and Engagement

**Reporting to:** Marketing Manager (Membership)

**Direct Reports:** None

**Location:** Sport Park with opportunity to work from home up to 2 days per week

**Grade:** 8

## Job Purpose:

The purpose of this role is to drive the engagement and retention activity for our membership audiences. The role will also support the Marketing Manager (Membership) with the membership acquisition strategies.

## Values:

We include

We are **ambitious**

We **collaborate**

We **do what's right**

## Key responsibilities

- Create engaging written and video content to engage with Swim England's membership audiences, using a data-driven approach to optimise content and campaign performance.
- Work closely with the Insight team to ensure we use the Swim England Online Community to test new ideas, campaigns and to make sure we are audience-first in our activity.
- Manage production and distribution of B2C membership newsletters.
- Manage and optimise the member communications journey, ensuring relevance of message and consistency with brand guidelines.
- Evaluate campaign and content performance across key channels, identifying new solutions and opportunities to achieve business goals and making proposals to the Marketing Manager (Membership).
- Manage membership content on swimming.org, defining and optimising the digital customer journeys.
- Define and maintain tracking of membership benefit redemptions, working with the Head of Commercial and Marketing Manager (Membership) to drive member engagement through new member benefits.
- Support the Marketing Manager (Membership) in the effective delivery of the membership marketing strategy.
- Manage and update the advertising spaces on swimming.org in line with campaign activity.

## Skills and experience required

### Essential

- Able to use video and image editing software such as Adobe Premier Pro and Adobe Photoshop
- Experience of working with email marketing and content management systems
- Experience of working in a marketing role
- Experience of planning and delivering successful marketing and commercial strategies, with a focus on retention
- Experience of working with customer databases
- Experience of analysing data to unlock opportunity for future campaigns
- Ability to produce accurate and engaging written copy
- Excellent attention to detail strong proofreading skills
- Ability to analyse and segment data to deliver results
- Knowledge of GDPR legislation
- Experience of working collaboratively with a range of internal stakeholders
- Pro-active, highly motivated and positive approach

### Desirable

- Experience of working in a sports marketing
- Knowledge of organic or paid social media in an acquisition or engagement campaign
- A passion for swimming