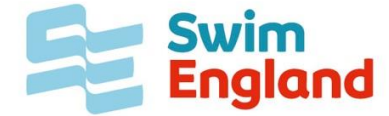


Job Description



Job Title: Marketing and Communications Assistant

Department: Membership Marketing and Engagement

Reporting to: Marketing Manager (NGB)

Direct Reports: None

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

Grade: 9

Job Purpose:

The purpose of this role is to support the delivery of the Marketing and Communications annual plan, including the coverage of all Swim England national events.

Values:

We include

We are **ambitious**

We **collaborate**

We **do what's right**

Key responsibilities

- Support the Sport Directorate to develop engaging content to publish in the best format possible for the audience.
- Attend all Swim England national events and produce reports and engaging digital content for the Swim England website and social media channels.
- Manage the Swim England website content for key departments within the Sport Directorate, such as Talent, Clubs, Volunteering.
- Review and renew existing club and sport related content to achieve increased engagement from our target audiences.
- Work closely with a team of marketing and communications volunteers to support with content generation.
- Produce filmed content for swimming.org and social media channels.
- Be proactive in identifying new solutions and opportunities to achieve business goals and making proposals to the Marketing Manager (NGB).
- Support the content and communications team with proactive and reactive media activity.
- Support the Social Media Officer to create new ideas and find innovative ways to deliver engaging content across our marketing channels.

Skills and experience required

Essential

- Good written skills
- Knowledge of digital marketing tools, such as website CMS, social media platforms, etc
- A good understanding of social media platforms
- Marketing, Communications, or a comparable discipline degree or equivalent experience
- Is, or has in the past, been a member of a Swim England aquatics club.
- Ability to work to deadlines and under pressure
- Good proof-reading skills with excellent spelling and grammar
- A proactive, positive and flexible approach to work. Have a strong sense of ownership of responsibilities and initiative toward achieving outcomes
- Excellent attention to detail strong proofreading skills
- Flexible approach to work and willingness to travel and work unsocial hours (evenings and weekends) to cover events and publishing schedules. (Lieu time will be given for weekend working)

Desirable

- Able to use video and image editing software such as Adobe Premier Pro and Adobe Photoshop
- Experience with Content Management Systems to publish content (such as WordPress CMS), or email marketing systems
- Experience of reporting on events
- Be up to date with the latest social media trends