



Job Description Digital Content Officer

Job Title:	Digital Content Officer
Location:	Hybrid – Home working / Bisham Abbey National Sports Centre, Buckinghamshire
Salary:	£20,000 - £26,000 (dependent on experience)
Contract:	FTC 18 months
Responsible to:	Digital Content Lead

BACKGROUND

England Hockey is the National Governing Body for the sport of Hockey. England Hockey has income and expenditure of circa £9m p.a. It is responsible for the management and development of the sport from grass roots to elite activities. England Hockey is also the nominated country for Great Britain Hockey and is responsible for assessing and preparing Great Britain squads to qualify for and participate in the Olympics.

England Hockey has a membership comprising clubs (c800), 8 areas, counties and regions which affiliate to it. c150,000 individuals play regularly in the club system with an estimated 15,000 playing at university/college. Over 15,000 coaches, umpires and officials are supported and developed by England Hockey.

England Hockey employs 75 staff and also uses over 100 consultants in performance / coach / official / leadership education and development.

NATURE AND SCOPE

England Hockey is on a journey to transform its commercial and business operations following the pandemic to make sure we continue to grow our game with strong foundations and appeal to our existing as well as our future members and audiences.

Audience engagement, strong communications and creative content is a key part of this strategy in engaging with our members and audiences, raising the profile of the game, and increasing commercial interest in the Sport.

The Digital Content Officer will be a key player in the marketing communications and commercial department and will be vital in shaping and optimising content that is increasingly targeted and relevant to our key audiences.

We're looking for a digital content pro with a sharp eye for detail that's well versed in using data and insights from a range of sources to improve your (and the wider team's) everyday work. We work in a collaborative environment with different teams, so it's important that you can communicate results



and best practice effectively, as well as be flexible enough to take on ideas and projects from other key stakeholders across England Hockey.

The successful candidate will have significant experience in managing social platforms and online communities across multiple channels, ideally in a sport context. They'll have excellent copywriting skills, experience of supporting creative digital marketing campaigns using social media and briefing and working with freelancers to produce high quality multimedia content

KEY TASKS AND RESPONSIBILITIES

- Lead organic content planning, scheduling, and execution across all social media platforms using scheduling tools such as Sprout and Asana
- Develop creative and engaging social media strategies
- Responsible for creating and distributing engaging multiplatform content tailored to our target audiences.
- Writing a wide range of content including long-form editorial (blogs, articles, reports, brand copy (advertising, webpages, emails) to short-form social media content, keeping marketing messages consistent and in-line with company voice.
- Create engaging multimedia content (and/or outsource this effectively) across multiple platforms including website(s) and social
- Develop, launch, and manage new competitions and campaigns that promote England Hockey, its brand and partners
- Form key relationships with hockey influencers and collaborate on content across social media platforms
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and insights
- Research and evaluate the latest trends and techniques to find new and better ways of measuring social media activity
- Encourage collaboration across teams and departments

PERSON SPECIFICATION

Our teams are focused on delivery for the good of the sport and work collaboratively across the organisation. We are also a values-based organisation with a strong ethos to work with integrity and nurture an environment of inclusion. Any individual joining us would need to demonstrate that this culture would be one they could thrive within and help us make it even stronger.

Qualifications and Experience

- Minimum 3 years' experience working within social media / digital content for a sport NGB or similar field
- In-depth knowledge of the social media landscape: Instagram, Twitter, Facebook, TikTok, Pinterest and YouTube
- Working knowledge of design tools including Adobe Creative Suite (Photoshop, InDesign) essential
- Strong experience of the full creative process - briefing, planning, developing, execution and evaluation
- A good understanding of data and digital technology best practice
- Experience working with Kentico, CMS, CRM and e-marketing systems desirable
- Excellent IT knowledge - comfortable with Outlook, MS Teams, PowerPoint, Word, Excel.



Skills and Abilities

- Exceptional written and verbal communication skills
- Impeccable organisation skills and ability to manage competing priorities and deadlines, working calmly under pressure.
- Creative and engaging copywriting skills
- Ability to build positive and collaborative relationships with diverse stakeholders and people at all levels.
- Ability to anticipate problems and offer solutions.
- Ability to research and analyse audience communications needs and implement effective digital engagement strategies.
- A team player with a willingness and ability to work unsociable hours.
- A full Driving Licence

This job description is not intended to be regarded as inclusive or exhaustive and will be amended in the light of the changing needs of the organisation. All employees will be expected to support our major events.

To Apply:	Please submit your CV (maximum 2 pages) with a one page covering letter by email to: careers@englandhockey.co.uk clearly identifying how your skills and experience are relevant to the requirements outlined in the job description
Closing Date:	03/01/2023
Interview Date:	TBC