



Job Description

Digital Content Officer – EuroHockey 2027

Job Title:	Digital Content Officer, Euro 2027
Location:	Hybrid but some travel to Bisham Abbey will be required
Salary:	£24,000
Contract:	Fixed Term Contract to end September 2027
Responsible to:	Communications & Media Manager

BACKGROUND

England Hockey's mission is to share the love of hockey and work together to make hockey more visible, relevant and accessible to all.

The current focus for the organisation is delivery of its five objectives within the 2023-2028 strategic plan which can be found [here](#).

EUROCHAMPS27 BACKGROUND

England has been awarded the hosting rights for the prestigious EuroChamps2027. This major European event, sanctioned by EuroHockey, will see the finest hockey talent from Europe compete in an unforgettable tournament in Summer 2027.

Lee Valley Hockey and Tennis Centre, located in the iconic Queen Elizabeth Olympic Park, whose purpose-built facilities are designed to meet the highest international standards, will host the group games, quarter finals for the 2027 event.

The semi-finals and finals of the Championships will see the return of Big Stadium Hockey, a pioneering concept transforming sporting stadiums into world-class hockey venues. This innovative approach offers the unique opportunity to bring hockey to larger audiences, with up to 15,000 fans planned for each of the semi-finals and final.

NATURE AND SCOPE

England Hockey is on a journey to transform its commercial and business operations 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 leading, shaping and optimising content that is increasingly targeted and relevant to our key audiences.



The successful candidate will support in the storytelling around hockey in the community and the elite teams building up to EuroChamps27, creating content for all England and GB Hockey channels including social and website.

The role will lead and develop the England Hockey digital content strategy and ensure excellent customer experience journeys across multiple platforms. You will co-ordinate, create and deliver high-quality content through data driven insights and best practice, helping to transform our organisation and our engagement with key audiences.

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.

KEY TASKS AND RESPONSIBILITIES

- Planning and creation of content across EuroChamps27 and England and GB Hockey channels
- Track key trends across social media channels and understand key updates to social algorithms and amend content in line with this
- Tell the story of hockey from grassroots to elite teams through engaging video content
- Write a wide range of content including long-form editorial (blogs, articles, reports, brand copy advertising, webpages, emails) and short-form social media content, keeping marketing messages consistent and in-line with company voice
- Communicate with agencies and the development team to fix any problems and implement new ideas
- Work closely with the marketing team to ensure content is produced to support marketing messages in line with Pro League and EuroChamps27
- Use audience voices to enhance our content, communications and campaigns. Prioritise user-generated-content and create opportunities for digital storytelling in collaboration with key audiences, experiment with new formats, keeping on top of innovations in order to create content
- Collaborate with teams across the organisation to ensure consistency and alignment of content and messaging across the websites and assets.
- Research and evaluate the latest trends and techniques to find new and better ways of measuring digital content activity
- Covering international and domestic matches throughout the season

PERSON SPECIFICATION

We are a values-based organisation with a strong ethos to work with integrity and nurture an environment of inclusion. We are looking for enthusiastic, inspirational, and highly skilled individuals who demonstrate through their behaviour the values of England Hockey:

- Collaborate inclusively
- Care for people and places
- Play with spirit, win with grace
- Resilient in everything we do

Qualifications and Experience

- Relevant experience working within digital content for a sport NGB or similar field
- Excellent understanding of CMS and experience of building a variety of pages
- Demonstrably astute judgement of content, audience behaviours and channels (in developing targeted, high-performing content programmes delivering ROI)
- Experience of video editing and content creation
- Strong knowledge of frequently used digital platforms including but not limited to: YouTube, Facebook/Instagram, TikTok, SnapChat, Whatsapp
- Demonstrable competency using social scheduling platforms and organic analytic platforms



- An excellent understanding of the full creative process - briefing, planning, developing, execution and evaluation
- A good understanding of data and digital technology, and how it can be used to drive performance and decision-making

Skills and Abilities

- Excellent writing, communication and editing skills and very keen attention to detail
- Impeccable organisation and planning skills
- The ability to prioritise and keep projects moving to ensure deadlines are met
- Ability to build positive and collaborative relationships with diverse stakeholders at all levels
- Resilience in overcoming challenges and the ability to anticipate problems and find solutions
- Strong customer service skills with a propensity to look for opportunities to enhance the customer experience.
- Excellent IT skills - comfortable with Outlook, MS Teams, PowerPoint, Word, Excel.
- A team player with a pro-active and 'can-do' attitude
- A passion for sport
- A willingness and ability to work unsociable hours and to travel

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 the Head of People: careers@englandhockey.co.uk clearly identifying how your skills and experience are relevant to the requirements outlined in the job description. England Hockey is committed to opportunities for all, please complete the equality monitoring form, which is separate to your application: https://www.surveymonkey.co.uk/r/EDIMon
Closing Date:	Midnight, Monday 4 May
Interview Date:	TBC