

## Job Description

# Digital Communications and Engagement Officer

<b>Job Title:</b>	Digital Communications and Engagement Officer
<b>Location:</b>	Hybrid – Home working / Bisham Abbey National Sports Centre, Buckinghamshire
<b>Salary:</b>	£22k - £26k per annum (dependent on experience, pro rata for the term of the contract)
<b>Contract:</b>	Fixed Term, 11 months, full-time
<b>Responsible to:</b>	Communications and 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 5 objectives within the 2023-2028 strategic plan which can be found [here](#).

England Hockey is the National Governing Body for the sport of Hockey in England and is responsible for the management and development of the sport from grass roots to elite activities. We:

- Have a **membership** comprising clubs (750+), counties (42), and Areas (8) that affiliate to it. Approximately 160,000 individuals play in the club system, with an estimated 20,000 playing at university/colleges. C.900,000 children play at school. More than 15,000 coaches, umpires and officials are supported / developed.
- Have an **income/expenditure** of average £9m p.a. The Chief Executive is directly responsible for the operational budget but the Board, chaired by the Non-Executive Chair, approves the annual plan and budget.
- **Employ** 75 staff, and contract with approximately 50 part time consultants mostly in the performance and coaching area. Circa 50 volunteers work at national level to run the sport, with thousands more running the great bulk of grass roots hockey.
- **Are currently the 'nominated country' on behalf of Great Britain Hockey** to qualify and prepare the Great Britain squads for the Olympics. The England Hockey Chief Executive, Performance Director and Head Coaches represent Great Britain as well as England Hockey. There is a Great Britain President to chair the Great Britain board which meets three times a year.

### 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 amplifying the hockey story and engaging with our members and audiences.



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

We're looking for a digital communications professional 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**

- Be responsible for building and maintaining a brand's community — both online and offline — and public perception
- Effective social media management involving regular content updates to maintain audience engagement and consistent messaging
- Set and implement social media and communication campaigns to align with marketing strategies
- Provide engaging text, image and video content for social media accounts including UGC from hockey community
- Writing clear, concise and engaging copy for a variety of online platforms including social media, blogs, websites and email marketing
- Respond to comments and customer queries in a timely manner ultimately managing the hockey community online
- Monitoring and optimising our written materials and digital channels, ensuring content is consistently high-quality, well structured, on brand and performing at its best
- Collaborating with teams across the organisation to ensure consistency and alignment of content and messaging across all channels and assets
- Keeping up to date with digital and social media platforms, trends and audience behaviour
- Lead organic content planning, scheduling, and execution across all social media platforms using scheduling tools such as Sprout and Asana
- Manage and facilitate social media communities by responding to social media posts and developing discussions

## **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 qualification or equivalent industry experience
- Experience working within social media/digital content for a sport NGB or similar field
- Working knowledge of design tools including Adobe Creative Suite (Photoshop, InDesign) desirable but not essential



- Experience of identifying and tracking relevant community metrics (e.g. repeat attendance at events)
- Hands on experience with social media management for brands
- Knowledge of online marketing and marketing channels
- Demonstrable experience of the full creative process - briefing, planning, developing, execution and evaluation

### Skills and Abilities

- Excellent communication skills, both verbal and written, with very keen attention to detail
- Impeccable organisation and planning skills, with the ability to prioritise and keep projects moving to ensure deadlines are met
- The ability to adapt tone and messaging for different audiences
- 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 willingness and ability to work unsociable hours

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:	<p>Please submit your CV (maximum 2 pages) with a one page covering letter by email to: Michele Townsend, Head of People: <a href="mailto:careers@englandhockey.co.uk">careers@englandhockey.co.uk</a> clearly identifying how your skills and experience are relevant to the requirements outlined in the job description.</p> <p>England Hockey is committed to Equality, Diversity and Inclusion and building a diverse community. We welcome applications from suitably qualified and eligible candidates regardless of their protected characteristics and recognise there are different ways applicants may achieve the criteria in this document. We want you to have every opportunity to demonstrate your skills, ability and potential. If there is anything we could do to support you through your application or interview process, including assistance or adjustment, please reach out to: <a href="mailto:HR@englandhockey.co.uk">HR@englandhockey.co.uk</a></p> <p>We would be pleased if you could also complete the Equality Monitoring Form – please use the following link: <a href="https://www.surveymonkey.co.uk/r/EDIMon">https://www.surveymonkey.co.uk/r/EDIMon</a></p>
<b>Closing Date:</b>	Tuesday 23 <sup>rd</sup> July, 5.00pm
<b>Interview Date:</b>	TBC