



TITLE **Social Media Communications Executive**

REPORTS TO **GB Boxing's Media & Communications Consultant**

SALARY: **£20,000 to £22,000 pro rata depending on experience**

JOB LOCATION

- The successful candidate will be able to work flexibly with some degree of home working but will be expected to spend an agreed number of days per month at GB Boxing's training facility at the English Institute of Sport in Sheffield.
- The successful candidate will work under in tandem with GB Boxing's Media & Communications Consultant, who has strategic oversight of all communications activities.

JOB PURPOSE

GB Boxing, the organisation which oversees the World Class Performance Programme (WCPP) for boxing, is seeking to appoint a Social Media Communications Executive to oversee its website and social media communications. The appointment will be a full time fixed-term contract from December 2019 to September 2020

BACKGROUND

Boxing is one of the oldest sports in the world and has featured in the Olympic Games since 1904. It also has a successful record of achieving Olympic medals winning one gold, one silver and one bronze in Rio 2016, three gold medals, one silver medal and one bronze medal at London 2012, one gold and two bronze medals in Beijing 2008, one silver in 2004 and one gold in 2000. The objective of GB Boxing is the delivery of medals in major international competitions up to and including the 2024 Olympic Games in Paris. British Boxing will need to continue to improve and develop the current performance programme to stay competitive in the international arena.

The Social Media Communications Executive will report directly to GB Boxing's Media & Communications Consultant and shall be an important member of the support team.

KEY RESPONSIBILITIES:

Key responsibilities:

- Manage social media and the GB Boxing website on a day-to-day basis and engage, via these channels, with key audiences and partners.
- Be responsible for updating GB Boxing website's on a regular basis with new written content, imagery, video and news about the boxers and the organisation.
- Develop and implement a campaign of social media activity across GB Boxing's channels which will raise awareness of the organization, the boxers in its squad and their achievements. The campaign will be in-tune with GB Boxing's overarching communications strategy and aim to increase engagement with its audiences and drive increases in social media metrics.
- Work with the boxers and staff to harness their personal followings on social media and encourage them to support, amplify and increase the reach of GB Boxing's campaigns and activities on social media.
- Draft copy, features and news stories for the GB Boxing website detailing the performances and achievements of the boxers and developments in the WCPP.
- Produce content (graphics, images, films, written material and posts) that showcases the boxers and the WCPP which can be distributed and shared via GB Boxing's social media channels.
- Provide updates internally on analytics and metrics relating to GB Boxing's social media channels and website and use these to influence future strategies to increase engagement with key audiences.
- Stay abreast of trends in social media and the digital landscape and ensure GB Boxing's output reflects and takes advantage new developments.

GB Boxing is an equal opportunities employer, welcoming applications from all sections of the community

PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Educated to GCSE level (maths and English) Fully computer literate, including high level use of Microsoft Outlook, word, excel, access, PowerPoint and internet 	<ul style="list-style-type: none"> UK driving licence holder A level or degree level qualification
Experience	<ul style="list-style-type: none"> Experience and a track record of developing and delivering successful social media campaigns which deliver tangible, measurable outputs. A good knowledge of the social media landscape including content planning and management; optimisation and publishing algorithms; engaging communities; leveraging influencers; analytics; the characteristics and strengths of the key platforms and how to use them to drive GB Boxing's reach and audience engagement. The ability to think strategically about social media and understand its part in an organisation's overarching communications strategy. A working knowledge of wordpress and the ability to manage website updates. Good journalistic skills and the ability to identify news stories and features. Good interviewing skills and the ability to win people's confidence and get them to share information with you about their background and career aspirations. Good writing skills and the ability to produce high quality written articles. A working knowledge of graphic design and the ability to produce graphics for use in social media. Filming, editing and the ability to produce short films and clips. Evidence of creativity and the ability to generate and develop ideas into something meaningful. A confident communicator with excellent inter-personal skills and the ability to build good working relationships with a highly diverse group of people. 	<ul style="list-style-type: none"> Experience of developing content strategies Understanding of and experience within high performance sport

Criteria	Essential	Desirable
	<ul style="list-style-type: none"> • A high level of self-motivation and the ability to work with limited supervision. 	
Skills/Behaviours	<ul style="list-style-type: none"> • Ability to work well under pressure, prioritise work and meet deadlines • Flexibility and adaptability • Good interpersonal and communication skills at all levels • High degree of improvement focus and attention to detail • Commitment to equality and diversity 	<ul style="list-style-type: none"> • Willingness to work irregular hours and travel as the job dictates • Interest in boxing or sport