



BRITISH ROWING

Job Description

Digital Communications Executive

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Job Title	Digital Communications Executive
Reports to	Head of Digital Marketing
Directorate	Partnerships and Communications
Location	British Rowing Headquarters, London

Job Purpose

To support the delivery of British Rowing's communications, marketing and PR plans for the sport.

To lead on the development and delivery of content for the indoor rowing community, with the objective of growing participation and positioning indoor rowing as a key discipline of the sport.

Responsibilities

Wider Responsibilities

- Support the day-to-day management of the British Rowing digital channels
- Support rowing PR opportunities with a focus on inclusivity and diversity
- Aid the British Rowing Communications team on live event reporting during rowing events
- Perform any other relevant duties as and when required by British Rowing

Indoor Rowing Responsibilities

- Lead on all things indoor rowing across the British Rowing channels
- To develop and own a content plan for the Inside Indoor social media channels
- To create and distribute all indoor rowing email newsletters
- To work with the communications team and our commercial agency to deliver an indoor rowing communication strategy
- Support the Head of Digital Marketing on a marketing and content plan for the upcoming Inside Indoor website
- Produce engaging and inspiring indoor rowing-focused content for social media, website, PR activity, e-newsletters, membership etc. to include regular posts, articles, training programmes, guidance, advice, activations, webinars, challenges and videos etc, aligned to the British Rowing content calendar
- Maintain and develop the indoor rowing event calendar and attend/ report on indoor rowing events

- Support indoor rowing community stakeholder management, working with our commercial agency and the Indoor Rowing team, developing and maintain relationships with key individuals involved in indoor rowing and the wider rowing community
- Monthly monitoring and evaluation of indoor rowing community and content activity, aligned to agreed objectives and key performance indicators

The communications department is a fast-paced, constantly active department and while this list is an accurate role description, there might be times where you move across projects or work on other duties.

Person Specification

Essential

- Minimum of 1 years' experience in either social media, communications, PR, marketing or journalism
- A natural flair for communications, with the ability to speak to a range of difference audiences
- Experience either running or working on a successful communications campaign
- Strong written skills and an attention to detail (we love a typo spotter)
- A self-motivated, forward-thinking attitude
- Good project management skills
- Proficiency in standard desktop packages (Microsoft Office and Adobe Photoshop). Other tools are desirable, but can be taught to the right candidate
- Passionate about sport and both its physical and mental health benefits
- Ability to work evenings and weekends when required*

**This schedule will not be unreasonable, but as we cover a range of rowing events, it's important that the person who takes this role is able to attend and report on these events. If you are a rower, it might be worth considering whether your own training schedule would prevent you from carrying out this part of your role.*

Desirable

- Experience in online analytics and monitoring tools such as Hootsuite, Falcon and Pulsar
- Experience in website CMS - primarily Wordpress, but WebFlow would also be useful
- Experience in email marketing tools - primarily Mailchimp
- Graphic design skills - experience with Canva would be ideal
- **Experience delivering paid social campaigns would be a huge advantage**
- Interest in or knowledge of both on-water and indoor rowing
- Experience working for or with a health/ fitness operator, sport, a national governing body, sports league, sports brand or similar

Additional Information

Standard working hours are 09:00 to 17:00 although flexibility is required in order to ensure core objectives are achieved. National travel and some weekend work is required.

British Rowing is a membership organisation with 30,000+ members, funded partly by the exchequer and by the National Lottery via Sport England and UK Sport.

The organisation is responsible for the training and selection of individual rowers and crews representing Great Britain, and for the development and participation of rowing and indoor rowing in England.

Rowing is one of the most successful British Olympic sports of all time delivering 26 Olympic and Paralympic medals since Sydney 2000. We are committed to ensuring that the sport continues to thrive from the grass roots right up to winning medals at the Olympic Games.

Equal Opportunities

British Rowing is committed to equal opportunities for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.