

## The Role and Responsibilities of the Marketing & Digital Communications Manager

**Responsible to:** Head of Communications

**Responsible for:** Creating engaging and innovative digital content that supports the growth and reach of **scottishathletics** and the **jogscotland** programme.

### Key tasks will include:

- Creating, aligning and distributing high-quality content through the most appropriate channels to engage with **scottishathletics** target audiences.
- Evolving and developing **scottishathletics** online and social media presence expanding our reach, engaging key stakeholders and providing insights and analytics to inform marketing strategies and plans.
- Manage user generated content on social media channels to amplify work and stories from across the sport, and increase engagement with our membership.
- Work with the Head of Communications to manage, modernise and develop the **scottishathletics** brand(s), website(s), social media platforms and mass communication approaches to members.
- Work collaboratively across the organisation to design digital content and branded documents for departments that support and promote their work (e.g., competition entries, education courses, club development projects).
- Supporting the CEO and Head of Communications with securing, maintaining and enhancing commercial and strategic partnerships and advertising.
- Supporting the development and delivery of **scottishathletics** Marketing & Communications Plan aligned to Building a Culture of Success.
- Utilising digital and print media to promote brand(s), generate interest in athletics and running, and support membership growth and retention.
- Lead on the management of **jogscotland** communications, member engagement, campaigns, website and press office duties.
- Work with the Head of Development and **jogscotland** Development Officer to assist in the delivery of the **jogscotland** programme strategy and growth in membership.
- Work with the Head of Communications to provide engaging coverage of **scottishathletics** competitions and major UK, European and World athletics competitions.
- Create, edit, store, caption and communicate through appropriate channels, video content and photos showcasing the variety of work in the sport.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation and as agreed with the Head of Communications.

## Candidate Specification

FACTORS	ESSENTIAL	DESIRABLE
<p><b>Qualifications and attainments</b></p>	<p>Degree in marketing/ communication/ media, equivalent academic qualification or experience working in a marketing or communications role.</p>	
<p><b>Work and other experience</b></p>	<p>Experience of writing inspiring content for multiple platforms and audiences.</p> <p>Understanding of social media platforms, core demographics and trends.</p> <p>Experience of engaging and building organisations audiences.</p> <p>Experience of creating, developing and delivering marketing/ communication plans, projects and campaigns.</p> <p>Ability to, and evidence of creating user focused and engaging digital marketing and video content.</p> <p>Practical experience of website management and search engine optimization.</p> <p>Experience of developing, managing and protecting an organisations brand.</p> <p>Experience of dealing effectively with member and stakeholder enquiries.</p>	<p>Knowledge of equality, diversity and inclusion work in sport to address underrepresentation.</p> <p>Experience of working or volunteering in athletics or other sports.</p> <p>Understanding of sports sector in Scotland.</p> <p>Experience of developing relationships with commercial partners.</p> <p>Experience of providing marketing and communications support for events or competitions.</p>
<p><b>Skills &amp; Personal Qualities</b></p>	<p>Ability to be creative, concise and set the right tone in communications directed at different target audiences.</p> <p>Enthusiastic, energetic, hardworking, and approachable.</p> <p>Excellent communicator with the ability to collaborate and build</p>	<p>Ability to influence internally and with key stakeholders.</p>

	<p>effective relationships within the organisation and with key stakeholders.</p> <p>Excellent planning, project management and prioritisation skills to effectively manage a varied workload.</p> <p>Good self-discipline to work independently.</p> <p>Commitment to personal development and a willingness to learn.</p> <p>Passion for sport and physical activity and its ability to positively change lives.</p>	
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### Application Process

Applicants should apply by submitting the application form, a covering letter (addressing how the applicant's skills and expertise fit with the job role and candidate specification) and the equal opportunities form, to [hr@scottishathletics.org.uk](mailto:hr@scottishathletics.org.uk).

If you require this application pack in an easy-to-read format, an alternative language, or have a reasonable adjustment request, please contact us at [hr@scottishathletics.org.uk](mailto:hr@scottishathletics.org.uk).

The closing date for applications is noon on **Monday 8<sup>th</sup> April 2024**. It is expected that interviews will take place on the week beginning 22<sup>nd</sup> April 2024.

Incomplete applications and those received after the closing date will not be considered.

Any offer of employment would be subject to proof of right to work in the UK, appropriate background checks and references.

**scottishathletics** is an equal opportunities employer.



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