

The Role and Responsibilities of the Digital Content Creator and Marketing Officer

Responsible to: Head of Communications / National Club Manager

Responsible for: Creating engaging and innovative digital content that supports the work of the ATS Young People's Forum that supports their aims via social media and other marketing material.

Key tasks will include:

- Creating, aligning and distributing high-quality content through the most appropriate channels to engage with **scottishathletics** younger 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 younger membership.
- Work with the Communications Team to support the development of the **scottishathletics** brand(s), website(s), social media platforms and mass communication approaches to members.
- Work collaboratively with members of the ATS Young People's Forum to design digital content and marketing material that supports and promote their work.
- Supporting the delivery of **scottishathletics** Marketing & Communications Plan aligned to Building a Culture of Success.
- Teach and support the ATS YPF members to make and edit social media content.
- Create, edit, store, caption and communicate through appropriate channels, video content and photos showcasing the variety of work of the ATS Young People's Forum carry out including attending athletics competitions as required

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 and National Club Manager.

Person Specification

Factor	Essential	Desirable
Qualifications and Attainments	<ul style="list-style-type: none"> Degree in marketing/ communication/ media, equivalent academic qualification or experience working in a marketing or communications role. 	
Experience & knowledge (in an employed or voluntary capacity)	<ul style="list-style-type: none"> Experience of writing inspiring content for multiple platforms and young audiences. Understanding of social media platforms, core demographics and trends. Experience of engaging and building organisations audiences. Ability to, and evidence of creating user focused and engaging digital marketing and video content. Practical experience of website management and search engine optimisation. Experience of dealing effectively with member and stakeholder enquiries. 	<ul style="list-style-type: none"> Knowledge of equality, diversity and inclusion work in sport to address underrepresentation Experience of working or volunteering in athletics or other sports. Relevant training or experience working with young people
Skills & Personal Qualities	<ul style="list-style-type: none"> Ability to be creative, concise and set the right tone in communications directed at younger audiences. Enthusiastic, energetic, hardworking, and approachable. Excellent communicator with the ability to collaborate and build effective relationships within the organisation and with key stakeholders. Ability to influence internally and with key stakeholders. 	<ul style="list-style-type: none"> Ability to influence internally and with key stakeholders

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| | <ul style="list-style-type: none"> • Excellent planning, project management and prioritisation skills to effectively manage a varied workload. • Good self-discipline to work independently. • Commitment to personal development and a willingness to learn. • Passion for sport and physical activity and its ability to positively change lives. | |
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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 opportunities@scottishathletics.org.uk

The closing date for applications is noon on Friday 28th February 2025. It is expected that interviews will take place on the week beginning 10th March 2025.

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

scottishathletics is committed to equality of opportunity and treats all applicants fairly and consistently in accordance with the requirements of the Equality Act 2010 and the Rehabilitation of Offenders Act 1974 (as amended).

scottishathletics is **not** approved by UK Visas and Immigration to act as a licensed sponsor, and as such, this role is not eligible for sponsorship. Any offer of employment would be subject to proof of existing right to work in the UK, satisfactory background check, and references.

If you require any reasonable adjustments, please email opportunities@scottishathletics.org.uk

