

Job title:	Digital Marketing Officer
Salary:	£16,000-£18,000
Hours of working:	37.5 hours per week (including out of normal working hours)
Persons responsible to:	Marketing and Influencing Manager
Persons responsible for:	N/A
Location:	Birmingham West Midlands
Special conditions	<p>The employee will be required to work from the Sport Structures office in Birmingham City Centre.</p> <p>Attendance at meetings/events may be required outside of normal office hours</p> <p>Opportunity to gain a free Level 3 digital marketing apprenticeship qualification</p>
Closing date	Thursday 23 rd September 5pm
Interview date	Thursday 30 th September

Job Summary:

The primary role of the Digital Marketing Officer will be to implement digital campaigns across a variety of online and social media platforms (twitter, Facebook, LinkedIn etc). They will aim to drive customer acquisition, customer engagement and retention. They will maintain and update the Sport Structures website keeping it current and active.

This is a key role as the successful candidate will support the implementation of our defined products and services. The role will involve administration and the maintenance of our customer and client database.

There is an option of the successful candidate being enrolled on Level 3 Digital Marketing Apprenticeship.

Duties and responsibilities:

1. To effectively market our products and services through digital and social media, working effectively with members of the Sport Structures team
2. To develop, implement and review the effectiveness of digital campaigns
3. To respond efficiently to enquiries using online and social media platforms
4. To be the custodian of our CRM database
5. To regularly update the website and support with the implementation of campaigns and calls to action on and through the website

6. To update partner websites with information on our latest education courses, ensuring effective coverage via social media
7. To support the development and promotion of our case studies which link back to our products and services
8. To regularly review and maintain our branding guidelines and associated documents.
9. To develop marketing materials representative of our brand
10. To develop and oversee our imaging through photographs and videos
11. To assist and attend marketing and promotional events where required
12. To produce and distribute regular electronic newsletters (in line with GDPR requirements) to our customers and clients, promoting the company's products and services.
13. To measure and evaluate the success of digital marketing activities
14. To undertake appropriate training and development opportunities.
15. To ensure the health, safety and welfare of employees and the public by complying with the appropriate Health and Safety Policies, Organisations and Arrangements and the employment of Safe Working Practices and Risk Assessment and Management.
16. To comply with the No Smoking policy.
17. To undertake such other duties as may be appropriate to achieve the objectives of the post, and to assist the division in the fulfilment of its overall objectives, commensurate with the post holders' contract.

The above list of duties and responsibilities is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post in response to business needs.

Person Specification

In order to fulfill the responsibilities outlined in the job description the person appointed to the above post must demonstrate the following qualities, skills and experience:

	Experience	Essential (E) Desirable (D)	Assessment method
1.	Experience in communicating effectively with people from a variety of backgrounds	E	AP/I
2.	Experience of digital marketing and content management systems	D	AP/I
3.	Experience of using content management systems	D	AP/1
4.	Experience of working independently and as part of a team	E	AP/I
5.	Experience of working in a customer and client administrative environment	D	AP/I
6.	Relevant experience of maintaining a website	D	AP/I/R
	Skills & Abilities		
7.	Ability to work to deadlines and prioritise work	E	AP/I
8.	Excellent ability to communicate effectively, both written and verbally	E	AP/I
9.	Good interpersonal skills with people at all levels	E	AP/I/T
10.	Demonstration of the ability to work methodically and independently	E	AP/I
11.	Highly competent in using Microsoft Office packages, including Word, Excel, Publisher, E-mail and PowerPoint	E	AP/I/T
	Knowledge & Understanding		
12.	Understanding of digital marketing and social media networks	E	AP/I
13.	Knowledge of Microsoft systems and processes	E	AP/I
14.	Confident is using the computers and the internet	E	AP/I
15.	Knowledge and database administration	D	AP/I
	Personal Attributes		
16.	Willingness to work in a flexible manner	E	AP/I
17.	Enthusiastic and hardworking	E	AP/I
18.	Have a commitment to continual professional development	E	AP/I
19.	Have a suitable Criminal Records Bureau Disclosure	D	R
	Education		
20.	Educational qualifications to GCSE	D	AP/I/R
Key	AP – Application form, I – Interview, T – Test, R – Reference		

The interview panel will determine the priorities of the elements of the person specification.

We are committed to a policy of equal opportunity for all. Our aim is to have a diverse workforce and welcome applicants from all suitably qualified individuals. To request a copy of our Equality and Diversity Policy, please contact us.

Sport Structures was formed in 2002 with the aim of providing high-quality, cost-effective consultancy, management, and administration services to sports organisations. Our vision is:

To lead the sector by inspiring, creating and delivering opportunities that meet individual and organisational aspirations.

The company has evolved considerably since its evolution, increasing the range of products and services on offer with new business areas emerging thanks to the considerable knowledge and experience within the senior team. The company is underpinned by a strong graduate training and development approach. We have a defined mission:

In developing people and organisations in the sport and physical activity sector, we will:

- *Deliver high quality products and services.*
- *Develop solutions that drive change and maximise impact.*
- *Provide accessible learning and development opportunities.*

We hold our values very highly in reflecting how we operate:

- ***Passion:*** *Inspired by our mission, we are driven to make a difference.*
- ***Integrity:*** *We commit and hold ourselves accountable to the highest standards of ethics.*
- ***Excellence:*** *We strive for high quality by challenging, reflecting, learning, and improving.*
- ***Togetherness:*** *We use the power of collective working to share, empower, educate, and innovate.*

Our offices are based in Edgbaston and we offer a professional, friendly, and supportive environment. As a company, we have a flexible approach to working to support our staff and their personal circumstances.

Please apply for the role, please submit:

- A job application form which can be found via our website <https://www.sportstructures.com/about-us/join-our-team/>
- A CV outlining your work experience, skills, training and identify a minimum of 2 referees.
- A covering letter to describe how your skills, knowledge and experience meet the requirements of the position.

Applications **without** the above documents, will **not** be considered.

Applications should be submitted to:

Natalie.Davis@sportstructures.com

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