

About us

We are a sport consultancy and education and training provider and have been working in the sector since 2002. We have two companies – Sport Structures Limited and Sport Structures Community Interest Company (CIC). Both companies work together to provide an excellent service and the remit of the CIC is to re-invest back into sport. We pride ourselves on being a company with a social conscience. Our aim is to:

Transform sport and physical activity through empowering and inspiring people.

We work with a range of organisations from National Sport Organisations, National Governing Bodies of Sport, Universities and community sport organisations, along with individuals who access our training. These include apprentices, volunteers, coaches and the professional workforce. We have a number of [landmark projects](#) that have shaped us as an organisation and we are proud to have won a [number of awards](#) over the years. Our mission is to:

Provide solutions that add value and drive positive change, reflecting the diverse needs of sport and physical activity.

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

- ***Passion:***
- ***Integrity:***
- ***Excellence***
- ***Togetherness:***

Job Summary

This role is for an experienced marketing professional who would like to develop their responsibilities and oversee our digital marketing and PR activities.

The individual needs to be highly motivated, have excellent organisation and communication skills and a can-do attitude. The successful applicant will be working across all elements of the marketing mix and will be dedicated to helping grow awareness of our work and offerings.

This is a new role within our organisation so the role may adjust slightly as it develops.

Job title:	Digital Marketing Manager
Salary:	£26,000 - £29,000 (depending on qualifications and experience)
Hours of working:	37.5 hours per week. We have a flexible approach to working, balanced with business need.
Persons responsible to:	Director
Persons responsible for:	Marketing and Business Development Officer
Location:	Working from the office in Edgbaston, Birmingham, at least one day a week.
Benefits:	The successful applicant will have access to continual professional development opportunities provided by Sport Structures.
Special conditions	Home-working and some out-of-office-hours working at weekends and evenings. Attendance at meetings/events may be required outside of normal office hours.
Job closing date:	Monday 23 rd May 2022 at 5pm.
Interview date:	Week commencing 30 th May.

Duties and Responsibilities:

1. To develop, monitor and evaluate the company marketing strategy in line with our overall company strategy to meet brand and business objectives.
2. To develop our digital and organic marketing, social media platforms and our approach to SEO.
3. To have responsibility for the daily management and implementation of the marketing programme, proactively promoting our work across all our business areas through our communication channels, including our website.
4. To drive our understanding and investment in new and emerging media both in communicating to new and existing audiences, and in managing our profile and reputation.
5. To create new and exciting content that captures the impact of our work with the aim of growing visibility and increasing engagement with our partners, learners and customers
6. To evaluate the impact of our marketing and communications activities, providing reports and recommendations.

7. To manage and oversee the social media aspects of our web presence i.e., LinkedIn, Facebook, Twitter and Instagram.
8. To be our brand custodian, reviewing and maintaining our branding guidelines and associated documents.
9. To work with all staff, particularly Managers, to create engaging and suitable content for articles and newsletter content.
10. To oversee the planning and strategy for paid for digital channels ensuring appropriate budgets and content is delivered.
11. To oversee and develop the marketing budget, forecasting costs and identifying relevant expenditure.
12. To lead internal marketing and communications.
13. To help implement website developments and introduce new ideas where appropriate.
14. To support and organise company events including socials.
15. To undertake appropriate training and development opportunities.
14. 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.
15. To comply with the No Smoking policy.
16. 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 holder's contract.

Person Specification

Our company has highly motivated people who share enthusiasm for their work. We recruit individuals whose honesty, integrity, initiative, and creative approach to problem solving shines through. An inspiration to your colleagues, you'll have passion and a commitment to getting things done while always placing the 'customer' at the center of everything you do. Above all, you must demonstrate the following qualities, skills and experience:

	Experience	Essential (E) Desirable (D)	Assessment method
1.	Proven success in devising and delivering creative and effective digital marketing, brand communications and implementation across a range of formats, markets and channels.	E	AP/I
2.	Experience of using Google Analytics, AdWords, PPC and SEO	E	AP/I
3.	Experience in developing and implementing social media and digital marketing strategies and campaigns	E	AP/I
4.	Experience of effective project management	E	AP/I
5.	Experience working flexibly in a small team, building strong day-to-day relationships with colleagues.	E	AP/I
6.	Highly computer literate: confident and proficient with Microsoft and design software packages including Adobe software such as Photoshop, Illustrator and After Effects	E	AP/I
	Skills & Abilities		
7.	Strong planning and organising skills with the ability to effectively organise and prioritise a demanding workload	E	AP/I
8.	Proven skills in supporting design and creating new and exciting content in a variety of formats	E	AP/I
9.	Excellent interpersonal and influencing skills with the ability to communicate effectively both orally and in writing with a range of audiences.	E	AP/I
10.	Ability to think strategically, producing reports and providing strong recommendations to improve practice	E	AP/I
11.	Ability to manage a budget and interpret financial	D	AP/I

	information		
12.	Demonstration of the ability to work methodically and independently	E	AP/I
13.	Good problem solver who has the ability to use their initiative to find solutions	E	AP/I
14.	Ability to work in a confidential manner	E	AP/I
Knowledge & Understanding			
15.	Good understanding of social media, content management systems, search engine optimisation and new and emerging digital technologies	E	AP/I
16.	Knowledge and keen interest in the latest digital trends, online behaviour and marketing	D	AP/I
17.	Good understanding of how to maximize the impact of written and visual content to target audiences via the web and digital channels	E	AP/I
Qualifications			
18.	To be educated at degree standard (BSc/BA/Bed), preferably in a marketing or a relevant subject	D	AP/I
19.	GCSE or equivalent in Maths, English (A-C)	E	AP/I
20.	Have a commitment to continual professional development	E	AP/I
Key	AP – Application process, 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.

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.
- A small portfolio / examples of your design work.

Applications **without** the above documents, will **not** be considered. Applications should be submitted to: Emma.griffiths@sportstructures.com

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