

## JOB DESCRIPTION & PERSON SPECIFICATION

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<b>JOB TITLE:</b>	Marketing Officer
<b>REPORTS TO:</b>	Communications and Marketing Manager
<b>SALARY:</b>	Salary up to £26,794 per annum (depending on experience)
<b>CONTRACT:</b>	All Hours and Permanent
<b>LOCATION:</b>	SportPark, Loughborough (national travel required)
<b>JOB PURPOSE:</b>	To develop, implement and execute strategic marketing plans for British Swimming

### RESPONSIBILITIES:

#### Marketing

- Contribute to the development and delivery of British Swimming's Marketing and Communications Strategy and ensure strategic aims are communicated with all partners
- Establish and manage specific marketing campaigns to promote British Swimming as a whole as well as events to maximise support
- Alongside the Communications and Marketing Manager and the Major Events Manager and Commercial Lead develop a clear digital strategy that supports the events and communications strategy
- Lead on co-ordinating marketing activities of each discipline ensuring they are on brand
- Create compelling stories, key messages and content to engage with spectators and fan base across all channels, including the creation of video content
- Create a wide range of marketing materials
- Monitor, evaluate and report on effectiveness of campaigns and channels against objectives
- Support the Communications and Marketing Manager in the brand management and corporate identity
- Process all marketing and artwork requests from across the business
- Work closely with design agencies and external suppliers as necessary
- Analysing potential strategic partner relationships for company marketing
- Devise and deliver imaginative and creative activation ideas that will deliver return on investment and return on objectives
- Prepare presentations for use in securing new partners and sponsorship packages

#### Event Marketing

- Responsible for leading on ticketing strategy for all domestic events working closely with the Major Events Manager and Commercial Lead and Events Manager.
- Responsible for overseeing promotion of ticket sales for domestic events including liaison with external ticketing agency and providing reports on sales to the team
- Create post event reports on ticket sales and map against marketing activity to ensure continuous improvement
- Work with Assistant Event Manager on spectator engagement including carrying out surveys to ensure we are meeting consumer needs



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- In conjunction with the Assistant Event Manager support on the delivery of event venue dressing to ensure it is on brand and appropriate for the audience
- Lead on marketing collaboration with the host city including overseeing all combined marketing plans and city campaigns
- Oversee the design and coordinate content for all event programmes and spectator guides
- Support on marketing of all international hosted events including sitting on marketing steering committees when necessary

### Financial

- In conjunction with the Communications and Marketing Manager, oversee the marketing portion of the communications and marketing budget and support cost saving where possible

### General

- Support the Major Events Manager and Commercial Lead and the Communications and Marketing Manager by working with external sponsorship agencies as required to add insight and enhance the commercial offering to potential partners
- Responsible for researching the consumer base and wider industry trends and making recommendations for new initiatives and campaigns across all channels
- Work with the Communications and Marketing Manager to create relevant content for the website that aligns with content on other digital channels
- Create advertising packages suitable for selling across all digital channels and events as appropriate
- Undertake any other duties as required by the Communications and Marketing Manager and the Director of Events and Marcomms
- To comply with all policies set down by British Swimming and in particular policies relating to equality and diversity
- Attendance at Events will be required to support all functions of the department (Events, Marketing and Communications)

### KEY RESULT AREAS

- Deliver a successful marketing plan within budget
- Increase spectator engagement across all channels
- Increase brand awareness through consistent and effective brand management
- Ensure work adheres to strategy
- Increase revenue to events through improved ticket sales



**Person Specification**

<b>Requirements</b>	<b>Essential</b>	<b>Desirable</b>
Qualifications / Training	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• A member of the Chartered Institute of Marketing (CIM)</li> </ul>	<ul style="list-style-type: none"> <li>• A post graduate Marketing degree</li> </ul>
Knowledge & Experience	<ul style="list-style-type: none"> <li>• Experience of design and implementation of effective and successful marketing and commercial strategies.</li> <li>• Sound experience of exploiting new ICT digital technologies to support the delivery of communications.</li> <li>• Adept at using design tools such as Adobe Creative Cloud suite</li> <li>• Experience of communication in the environment of competitive sport.</li> <li>• Proven ability to build relationships and coalitions to maintain partnerships and understanding</li> <li>• Experience of working in a marketing role</li> </ul>	<ul style="list-style-type: none"> <li>• Video editing skills</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Exceptional interpersonal skills.</li> <li>• Good effective presentation, facilitation, consultancy and communications skills.</li> <li>• Strong project management skills.</li> <li>• Good people management skills with the ability to lead and motivate individuals</li> <li>• Team player</li> <li>• Strong, creative outlook</li> </ul>	
Other Qualities	<ul style="list-style-type: none"> <li>• Good understanding of both commercial and Government funded sports organisations.</li> </ul>	