

Job Information Pack

Job Title: Digital Marketing and Communications Executive

Location: Leeds

Closing date: Monday 12 October 2020

Interview date: w/c 19 October 2020

1st Floor Office Suite, St Ann's Mill, Kirkstall
Road, Leeds, West Yorkshire, LS5 3AE

T: 0113 224 9402

E: enquiries@britishweightlifting.org

www.britishweightlifting.org

About British Weight Lifting

As the UK's recognised Governing Body for weightlifting and para-powerlifting, our role is to inspire a nation of weight lifters and para-powerlifters through exceptional leadership and expertise.

We are responsible for the growth and success of weightlifting and para-powerlifting at every level. Our work sees us support a network of weightlifting bodies, clubs and gyms across the UK, as well as the thousands of people actively involved in Olympic and Paralympic weightlifting disciplines.

We strive to deliver exceptional training programmes, educational structures and competitions that create opportunities for individuals to participate and excel in our sport. Whether you're an aspiring weightlifter or para-powerlifter at your local club or an elite athlete competing on the international stage, we are here to help you fulfil your potential.

Our Mission

Our mission is to revolutionise the way our nation engages in weightlifting, para-powerlifting, weight bearing and training activities by creating opportunities for people of all ages and abilities to participate. We believe that we can play an important role in making weightlifting a part of everyday, and a means to tackle national inactivity. In doing so, we believe we can help create a healthier, happier and stronger nation.

Our 2016 to 2021 strategy outlines how we aim to achieve these goals. Our objectives are to:

- Increase national activity in weightlifting, bearing and training activities
- Promote inclusivity and diversity to create opportunities for people of all ages and abilities to easily get involved in the sport
- Become global leader in weightlifting, on and off the platform
- Maximise investment, partnerships and good governance to drive the growth of the sport

Our Values

The Board and employees of BWL are passionate about, and committed to, working to our set of values:



CARE



SHARE



DARE

Care maintain integrity and respectful relations with all our stakeholders, customers, partners, suppliers, BWL employees and communities

Share expertise, knowledge, passion, enjoyment and innovation

Dare to make a difference to solve problems and achieve goals that drive performance and the sport forwards in a collaborative manner

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Job Description

Job Title: Digital Marketing and Communications Executive

Salary Range: £23,000-£25,000

Location: Leeds

Responsible to: Marketing Manager

Main purpose of the Job:

- Engaging communities through multichannel marketing methods.
- Developing cutting-edge ideas for campaigns, creating and promoting copy and content for various channels – with a focus on digital including email, social media and website.
- Creating and delivering first-class content aimed at driving participation, re-positioning the sport, and showcasing the amazing stories from across weightlifting and para powerlifting.
- Helping the organisation to be viewed as an industry innovator and the sport portrayed as modern and appealing to wide ranging audiences.

Key Responsibilities:

- Assist in the creation and implementation of a content plan that includes engaging and inspiring materials for different segments across all digital channels and brands
- Write weightlifting specific content to support social media, membership and web copy
- Manage all BWL's social media channels to drive engagement and increase reach
- Assist in the creation and implementation of campaigns that drive people to participate or engage in the sport
- Regular monitoring and evaluation of online activity (website, social media and email marketing), aligned to agreed objectives and key performance indicators
- Support in product marketing for merchandise, courses, competitions and membership
- Event marketing, including campaign creation, ticket promotion and sales monitoring, live streaming, social media, video filming and editing
- Support and attend events where necessary to maximise BWL exposure to a wider audience
- Support the wider team, when appropriate
- This role will include some weekend and evening work

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Person Specification

The person specification describes the experience, qualifications, knowledge, skills and abilities that BWL are looking for.

Essential skills/experience are:

- At least two years' digital marketing and communications experience
- Understanding of Olympic Weightlifting / technical models / weight training / CrossFit to be able to write specific sport content
- Team player with a collaborative attitude
- Strong time management skills
- Self-starter and ability to work autonomously
- Experience managing social media accounts, CMS systems and analytical tools
- Strong knowledge in Microsoft Office products

Desirable skills/experience are:

- Experience using Adobe Office Suite (Photoshop and InDesign)
- Videography and video editing skills

Salary and benefits

- The starting salary for the position will be £23,000-£25,000 depending on experience and qualifications. Salaries are reviewed each year in April
- BWL offers 26 days annual leave, plus statutory bank holidays
- BWL offers a company pension scheme.

Commitment to Equality

BWL is a recognised equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of age, disability, gender reassignment, marriage and civil partnership, sexual orientation, pregnancy and maternity, race, religion, belief and gender.

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Application and Selection Process

Application:

Please complete the [electronic application form](#) and the [equal opportunities monitoring form](#) which can be downloaded from our website: <https://britishweightlifting.org/careers-at-bwl> and send them to: Sue Ward via email: sue.ward@britishweightlifting.org

Selection:

Shortlisting will take place as soon as possible once applications close. Please can you indicate clearly on your application form, a telephone number where you can be contacted during office hours (9.00am – 5.00pm). Successful applicants will be contacted via telephone or email with information relating to the interview date, time and format. Due to the current Covid-19 pandemic, interviews will be held via Conference call facility.

If you have not heard from us within two weeks of the closing date, please assume that your application has been unsuccessful on this occasion.

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