

Job title: Communications and Marketing Manager

Location: Charlotte Street, London, W1T 2NU

Remuneration: £26k - £30k per year (pro rata), dependent on experience

Position type: Fixed term contract (late October 2017 - June 2018)

British Ski and Snowboard, the national governing body for snowsports in the UK, has set an ambitious vision to become one of the top five Olympic snowsport nations by 2030. The most recent competitive season was the most successful ever for British athletes, and preparations are well underway for the PyeongChang Winter Olympics in February 2018.

With the opportunity that the Winter Olympics presents, and to cover a period of maternity leave, we are looking to recruit a full-time Communications and Marketing Manager from October 2017 for a period of nine months.

The key responsibility of this candidate will be to implement the BSS communications strategy - taking a lead on digital communications including the website, newsletters and social media. There will also be responsibility for an Olympic digital campaign as well as exploring other potential avenues of engagement. You will work closely with our press consultant in the lead up to the season, taking responsibility for the PR strategy and press management from January to June (to cover maternity leave). You will work closely with the Partnerships Manager to ensure that our communications with donors, fans, potential fans and members is engaging, compelling and unique.

Outline of responsibilities

1. Communications strategy delivery

- Leading on the delivery of the communications strategy to align with BSS's communications objectives
- Managing and updating the BSS website, including proactively developing unique and engaging content
- Leading on social media management (see below)
- Leading on delivery of the #jointhejourney engagement campaign across all communications channels
- Writing and managing BSS subscriber newsletter
- Responsibility for internal comms – for example with members, athletes, coaches, the BSS Board

2. Social media management

Proactively lead on social media communications, including:

- Responsibility for widening our social media reach
- Manage and monitor our social media channels - making sure all content is appropriate and engaging
- Engaging in fan conversations and driving new fan recruitment
- Daily curating of posts and content to go out across all digital platforms
- Conception of innovative social content
- Social media analytics and reporting

3. PR & Press management

Covering the maternity leave of our freelance press consultant (December - June), leading on all engagement with the press up to, during, and after the PyeongChang Winter Olympics.

- Manage relationships with the press - both mainstream and specific snowsports press

- Writing press releases
- Working with the British Olympic Association and other partners to align messaging and content
- Working with other partners, including the Home Nations snowsport organisations to make the link between World Class performances and participation
- Working closely with the marketing agency responsible for GB Park and Pipe digital comms and content
- During the PyeongChang 2018 Winter Olympics you will be British Ski and Snowboard's UK based press contact - ensuring no opportunities are missed for coverage during the Games
- Leading on all press matters relating to the British Alpine Championships (April 2018)
- Proactively engaging with athletes

4. General marketing activities

Other tasks to include:

- Work closely with Partnerships Manager to plan and deliver partner communications, including engaging with fan members and supporting sponsorship relationships
- Working with the Partnerships Manager to launch and manage a fan membership programme
- Involvement in any physical marketing activities such as trade events, networking opportunities, partner events

About you

We are a small team, and there is a lot to do. You'll need the ability to take full ownership of projects and have the confidence to drive the comms strategy forward, thinking on your feet. You will have previously been involved with the implementation of a communications strategy and marketing experience is a bonus. You will feel comfortable dealing with national and international press and confident of securing coverage. You'll also need to be creative and resourceful - coming up with exciting new ideas without a significant budget to work with. If you're interested in snowsports, that's great, but it's not a prerequisite for the job.

Experience and requirements

Communications	
Experience of delivering a communications strategy	Essential
Experience of social media management	Essential
Experience of creating unique and engaging content for social media and online	Essential
Experience of managing press operations in a sports organisation/ environment	Desirable
Excellent connections in the sports press	Desirable
Experience of working with partners (including sponsors) to deliver activation strategies	Desirable
General marketing experience	Desirable

Other	
Excellent copywriting skills	Essential
Entrepreneurial spirit - able to work on own initiative	Essential
Excellent attention to detail	Essential

How to apply

Please send a copy of your CV and a covering letter to alex.mckeown@teambss.org.

Closing date: 30 August

BSS is fully committed to the principles of equality of opportunity and is responsible for ensuring that no job applicants, employees, workers, office holders, volunteers, participants or members (together "Stakeholders") are unlawfully discriminated against because of age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation (together the "Protected Characteristics").