



Role Profile

Job Title	Digital and Social Media Officer
Salary Band	2
Department	Development
Hours	18.75 - Part Time
Location	Cardiff and or surrounding area, flexible working will be considered.
Reporting to	Media and PR Manager

At Welsh Gymnastics, we are excited to announce an opportunity to join our Development Team as a Digital and Social Media Officer.

The primary focus of the role will be to ensure that Welsh Gymnastics members and gymnastics supporters are entertained and engaged in all areas of the sport, using a full range of media formats, with a particular emphasis on digital and social media channels.

This role supports the delivery of Welsh Gymnastics communication plan and promotes the opportunities and successes of our members, partners and key stakeholders. The person would ideally have some demonstrable, digital marketing and social media experience, in another employed role or a graduate with digital skills who is now keen put those newly developed skills to good use.

The Role

Reporting directly to the Media and PR Manager, the successful candidate will join at a unique and exciting time for the organisation as we reignite the sport following the Covid-19 pandemic.

Key areas of responsibility:

- Support the Media and PR Manager in the development and execution of the Welsh Gymnastics communications plan
- Provide communications and marketing support for members of the Development Team and other staff as required in Welsh Gymnastics.
- Increase the profile of Welsh Gymnastics, Clubs and participants by promoting opportunities and activities
- Lead on the community content for and development of all social media channels
- Provide in-house video and audio production (capture, edit, publish)

Key Objectives:

1. Create and deliver engaging digital and social media content

- Assist on the creation and co-ordination of participation content across social media channels in line with the communications plan

- Contribute to the creation of written and visual content including campaigns, photo galleries, promotions for social media, e- communications and online shop
- Drive the engagement of members across Wales, across all digital platforms and social channels.
- Responsible for creating and developing e-communications: sourcing news and images, creating simple graphics/infographics, liaising with partners and ensuring delivery to different audiences
- Lead on creative ideas from initial conception, through to filming, editing and re-packaging for individual platforms and liaising with external companies where required
- Reflecting and promoting the organisations key messages and values.

2. Monitor and develop digital communications

- Monitor the social media engagements, implement a gymnastics newsletter, e-communications and marketing
- Maintain photograph, video and audio library
- Provide regular social media analytics and evaluation reports
- Monitor trends in social media identifying new technologies, platforms and methods to enhance our communications and customer engagement
- Assist WG in working with other partner organisations to promote initiatives.
- Be one of the points of WG contact for other Home Nations for communications and marketing, particularly British Gymnastics.

3. Compliance (Generic)

- The role holder has a responsibility to ensure they comply with WG policy in relation to safeguarding, health & safety, data protection and equality and highlight any known compliance issues within the organisation and associated partners.

Role Responsibilities

Knowledge Skills and Expertise

- This role requires the holder to have proven knowledge and expertise in conveying specific messages through digital and social media platforms.
- The role holder will have expertise in designing and creating content and have experience in using the full Adobe Suite and or other design software.
- The role holder will have experience of supporting departments/functions in improving their communications.

People

- It will require the role holder to advise and share/transfer knowledge with colleagues in relation developing content as part of the communication plan.
- It will also require the holder to build relationships with external stakeholders such as clubs and their members and other Home Nations communications teams and exert influence to help achieve positive outcomes for Welsh Gymnastics and its audiences.

Shaping direction

- This role will be responsible for increasing engagement and sign ups through digital platforms.
- The role holder will deliver part of the Communications calendar, determine ways for engaging nominated communities and ensuring high levels of engagement.
- The role holder will be required to monitor and respond to community and customer questions, across a range of channels. They must ensure consistency of brand messaging and imagery.

Developing Solutions

This role requires the holder to resolve a number of challenges, including:

- Prioritising workload, ensuring deadlines are met and opportunities are maximised.
- Implementing the communication plan.
- Conceptualise/generate original ideas and approaches for social media.
- Keeping abreast of new media channels and new technologies and recommending new opportunities to drive customer satisfaction and engagement.

Decision Making

- This role requires the holder to make a number of decisions and recommendations in relation to community engagements.
- The role requires responsibility for outcomes related to the internal and external perception of the brand, sport and customer experience – working with key colleagues as appropriate.

Communicating

This role will require advanced written, verbal and presentation communication skills, and will require the role holder to:

- Inform and obtain information from a range of colleagues on a daily basis in order to inform plans and produce influential and accurate communications and strategies.
- Represent the role and organisation with positivity, confidence and credibility.

Success measures

- Accurate and timely production of engaging content in line with agreed communication plans
- Increased page and social media platforms engagement and followings
- Improved customer experience
- Additional communication opportunities i.e. newsletter, podcast