

ROLE PROFILE

Job title Digital Content Assistant

Reporting to Communications Manager

Location Cardiff International Sports Campus, Leckwith, Cardiff (CF11 8AZ) with flexible Home Working

Working pattern Full time (37 hours/week)

Flexible working patterns are available, and the role may involve regular working at evening / weekend events within the 37-hour week

Role purpose Create and publish engaging and informative digital content to promote and celebrate athletics activity in Wales.

Key interfaces Our athletes, clubs and members, colleagues and budget holders across the organisation and members of the public contacting Welsh Athletics.

Key responsibilities

- Create high quality, engaging and where possible bilingual content for our social media channels and website, including creating and editing videos and reels, producing quality images and writing informative blogs.
- Create and implement a social media content plan in line with the marketing and overall business strategy.
- Maintain and update the Welsh Athletics website, including writing weekly blogs on athletic events, building competition pages and upkeeping athlete profiles.
- Create engaging email newsletters for our members working in collaboration with colleagues, volunteers and other partners/stakeholders.
- Attend key competitions on weekends and evenings providing social media support as and when required.
- Regularly review how our website & social media content is doing in terms of engagement levels with our audience, and compare to other athletics and Welsh sports organisations, and make changes and improvements to our content as needed.
- Respond in a timely and professional manner to incoming social media messages from the public.
- Provide Heads of Departments with regular reports on the impact of digital content.
- To maintain and build an image and video library of accredited athletics content.

- Develop initiatives to increase the number of Welsh Athletics' followers on the various social media platforms, with a particular focus on engaging with under-represented groups.
- Assist with the production of the marketing collateral, as requested.
- Undertake other tasks as required by the department to support business operations.
- Assist with the promotion of positive internal communications

Education, Skills & Experience

You'll be someone with great communication skills who works well in a team, while being ready to roll up your sleeves and do what's needed to provide our members with a great service. You'll also be:

	Essential	Desirable
Experience of creating social media content	✓	
Experience of website creation and systems	✓	
Experience of writing media reports	✓	
Experience of social media scheduling platforms	✓	
Experience of video production & publications (e.g. reels, YouTube clips)	✓	
Experience of CRM systems and building email newsletters	✓	
Experience of supervising or working with volunteers	✓	
Able to travel throughout Wales (and the UK as required)	✓	
IT skills, including the use of Microsoft Office, e-mail and internet	✓	
Excellent verbal and written communication skills.	✓	
Excellent organisational and administrative skills	✓	
Ability to work under pressure	✓	
Ability to work to deadlines	✓	
Close attention to detail	✓	
Self-motivated and able to work under own initiative	✓	
A team player with the willingness to lead	✓	
Flexible and adaptable to change as work demands	✓	
Ability to enthuse and motivate others	✓	
Basic knowledge of copyright laws and ethical principles relating to publishing		✓
Knowledge of all athletics disciplines		✓
Knowledge of International Athletics		✓
Experience of presenting information to a wide range of audiences / partners		✓
Welsh Speaking		✓

This role profile is not exhaustive. It is intended as an outline indication of the areas of activity and will be discussed with you and amended over time in the light of the changing needs of the company.

Benefits Package

Salary	Band A – from £19,000 pa per annum, full time
Tenure	Permanent
Holiday	25 paid days leave plus 8 days paid for bank holidays
Hours	Full Time – 37hrs per week
Other benefits	Company Pension Plan (employer matching up to 6%) 10% of time back per week for personal wellbeing Funded training & career development opportunities
Notice period	3 months

Want to join our team?

Please read the role profile carefully, particularly the essential education, skills & experience required to be successful before visiting our website to begin your application at:

<https://welshathletics.peoplehr.net/JobBoard>

Closing date for applications: Wednesday 24th August

Interviews to be held in Cardiff: TBC

We reserve the right to close vacancies before the specified closing date, should a large number of applications be received. Please apply early to avoid disappointment.

We appoint using an open and transparent system based on current best practice and if you need any assistance in completing your application or require an alternative format, contact: **Rob Sage** - Rob.sage@welshathletics.org

Please note: We are committed to **safeguarding** and promoting the **welfare** of children and young people and expect all staff and volunteers to share this commitment. We are committed to **inclusion** and embrace the spirit of all **equalities'** legislation. Where possible, we will always make reasonable adjustments for accessibility to anyone who requires it.

We are not able to offer visa sponsorship and all applicants must have the **right to work in the UK** to apply and be considered for this role. If you are a non-UK National, you must have an appropriate working Visa to undertake employment. Your **personal data** will be held for up to two years and used for Welsh Athletics recruitment purposes only, either alerting you to new vacancies or processed in accordance with a vacancy you later apply for.

We will never pass your details to third parties. To find out more about how we respect your privacy, please visit our web page '[Privacy, Cookies & Copyright](#)'. For more information about Welsh Athletics, visit our web site and the page '[About Us](#)'.