

## **JOB DESCRIPTION & PERSON SPECIFICATION**

**JOB TITLE:** Digital Content Producer

**REPORTS TO:** Head of Marketing and Communications

**SALARY:** £24,000 - £28,000 per annum (dependent on experience)

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### **JOB PURPOSE**

- Deliver engaging video and digital content for use across all British Swimming platforms, responsible for the process from idea generation to production and promotion

### **JOB LOCATION**

- A British Swimming Office with location – to be agreed. Travel to the head office in Loughborough as required. British Swimming operates an Agile Working Policy allowing some flexibility to work from the office and from home
  - National and international travel required (to training, events etc)
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### **KEY RESPONSIBILITIES**

- Support the development of British Swimming's communications and content output, with a particular focus across digital channels
  - Create engaging video content of aquatics disciplines and training centres that will appeal to a diverse audience
  - Show innovation in curating a regular list of video and digital content ideas and briefs, from light-hearted social media pitches and behind-the-scenes access clips to more in-depth, impactful features
  - Lead on the filming and editing of video content, collaborating with the Digital Content and Marketing Assistant
  - Create bespoke graphics for events, results, team announcements and more
  - Collaborate with Head of Marketing and Communications on management of content calendar
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- Stay up to date with social trends and digital innovations, bringing ideas and opportunities to ensure better and stronger engagement with audiences
- Lead on the tracking and reporting of content performance across channels on a regular basis
- Create video and graphics content to boost marketing campaigns and promotions
- Collaborate with stakeholders to maximise content and communications opportunities for external stakeholders, partners, media/broadcasters etc
- Collaborate with other departments within the organisation to produce and promote content that can be used for specific internal purposes and requests
- Contribute to day-to-day posting across British Swimming social channels
- Write social copy and copy for website use, such as competition reports, preview material and athlete profile updates

### **General**

- Deliver on clearly defined objectives across communications, Public Relations and web
- Ensure work is accurate and adheres to marketing and communications strategies and guidelines
- Produce reports on communications and media performance on a regular basis
- Undertake any other duties as required by the Head of Marketing and Communications or Director of Events and Marcomms
- Comply with all British Swimming policies and procedures as set down by British Swimming and in particular policies relating to diversity, equity and inclusion

## PERSON SPECIFICATION

| Essential   | Desirable   |
|---|---|
| <ul style="list-style-type: none"> <li>Experience of working in a content production role</li> </ul>  | <ul style="list-style-type: none"> <li>Educated to degree level or equivalent</li> </ul>                                  |
| <ul style="list-style-type: none"> <li>Proven experience in videography and filming content for digital/social media use</li> </ul>                                     | <ul style="list-style-type: none"> <li>Communications/content production experience within the sporting sector</li> </ul> |
| <ul style="list-style-type: none"> <li>Proven experience in video editing and strong aptitude for use of video editing software (Premiere Pro or equivalent)</li> </ul> | <ul style="list-style-type: none"> <li>Excellent knowledge of aquatics sports and the general sports landscape</li> </ul> |
| <ul style="list-style-type: none"> <li>Strong aptitude for use of Photoshop/image editing software</li> </ul>   | <ul style="list-style-type: none"> <li>Experience of working with athletes/performance personnel</li> </ul>               |
| <ul style="list-style-type: none"> <li>Motivation and ability to create original and diverse content ideas</li> </ul>   |   |
| <ul style="list-style-type: none"> <li>Excellent communication skills with the ability to work closely with athlete/staff</li> </ul>                                    |   |
| <ul style="list-style-type: none"> <li>Experience of using current social and digital platforms and in growing audience base</li> </ul>                                 |   |
| <ul style="list-style-type: none"> <li>Willingness to work outside of contracted hours and travel to events and centres as required</li> </ul>                          |   |