



Job Description

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| Job title | Digital Communications Officer – Social Media Lead |
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| Responsible to | Digital Communications Manager |
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Job purpose

This is an exciting opportunity to play a key role in the Communications and Digital team. Working collaboratively across Sport Wales you will contribute to and deliver a digital communications plan that showcases the value of sport and supports the delivery of our strategy. Taking a lead role in the development of all social media output you will use your skills as a digital communications professional to ensure our current social media channels are relevant to our intended audiences as well as use your knowledge of current trends to consider channels we could also develop to support the organisational approach to communications and engagement.

Using the very latest digital technology you will work with the Digital Communications Manager to produce innovative digital platforms with a particular focus on social media and a content plan that resonates with our staff, current partners and new audiences. You will use insight and analytics to inform future thinking and take a proactive approach to working across the organisation to develop new content linked to the Sport Wales strategy. You will be as comfortable creating your own content as you are working with a digital creative agency to turn complex ideas into thought provoking stories.

You will work across all areas of the business to improve the quality and consistency of our interactions with partners via a digital approach and consider how we can use social media to best support the work of the sector, building on the Welsh Sport Insider, podcasts and video content. You will help staff across the organisation understand how to use social media to positively highlight the work of Sport Wales and our partners, providing training and mentoring on an ongoing basis.

You will work with the corporate communications roles to identify trends in the media and respond with thought provoking and informative content across our social channels.

You will play a key role in a busy Communications and Digital department and will be expected to input on a wide range of projects using a range of communications methods, supporting colleagues where necessary.

Main duties

- To manage a social media content plan that supports the delivery of the Sport Wales strategy and attracts new audiences.
- To support the development of a digital communications strategy that accurately reflects all areas of the business, can be used across a variety of platforms and attracts new audiences to our channels.
- Responsible for sourcing and managing tools to measure the effectiveness of our social media channels and using analytics to inform future thinking.
- To work across the organisation proactively looking for new ideas for content and taking those ideas and producing quality content in house.
- To manage creative agencies on key Sport Wales projects and ensure they deliver accurate, thought provoking social media content.
- To support colleagues across the organisation to use social media channels to highlight the positive work of Sport Wales and our partners.
- To support the delivery of communications campaigns and events, taking a lead where social media is identified as a priority.
- To work with the Insight team to translate complex insight and data into stories that will encourage people to think differently about sport and Sport Wales.
- To produce copy and other content for the Sport Wales website and other digital platforms as required.
- To identify opportunities to collaborate with organisations and individuals through our social media channels.
- To monitor and identify issues that have the potential to cause significant reputational damage and where necessary take a lead in managing them on strategic and tactical levels.
- To work across the sector offering support and advice to communications professionals and help the sector understand the important role communications can play.
- To liaise closely with colleagues across the organisation to identify and shape positive news stories for our digital channels and handle media enquiries.
- To take part in an on call rota offering communications support out of hours.
- Fulfil responsibilities which contribute to delivering an exemplary service for Sport Wales in respect of our statutory duties, including Well-being of Future Generations (Wales), Equality, Information Security, Risk Management, Welsh Language, Safeguarding, Financial Regulation and Health, Safety & Environment.
- Work flexibly, performing any other duties as required, where relevant to the post and appropriate to the grade.

Our Values:

Our approach to enabling sport in Wales to thrive is evolving. We are committed to continually challenging ourselves to:

Learn Together

Constantly exploring, testing and reviewing

Deliver Together

Sharing outcomes, nurturing open and honest relationships, providing robust feedback, constantly improving performance

Celebrate Together

Recognising our shared successes through effective partners

By:

Acting with Integrity

Understanding and Respecting each other's culture and values. Promoting equality and diversity

Adding Value

Ensuring the optimum mix of support, challenge, investment, skills and expertise to achieve our shared outcomes.

Encouraging Innovation

Welcoming new ideas and approaches and supporting ambition and fresh thinking. Not being afraid to feel uncomfortable.

Person specification

| | Essential Requirements | Desirable Requirements |
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| Education: | Degree in Communications, Marketing or a related subject Evidence of continuous professional development (further qualification preferable) | |
| Experience: | Significant experience within a Communications or Marketing team 2 years minimum experience in a digital communications role. Experience of managing a social media plan on behalf of an organisation Experience of developing and implementing training programmes to increase confidence in digital technology Expert knowledge of a wide range of social media platforms including designing and implementing new platforms within an organisation Experience of filming and editing videos to produce high quality content in a professional capacity | Experience of sport sector Knowledge and understanding of behavior change approaches and the role of digital communications Experience of working with UK media Experience of managing creative agencies Contacts within the digital creative industry |

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| | Experience of using a range of CMS platforms | |
| Skills, Aptitudes & Abilities: | <ul style="list-style-type: none"> ○ Excellent communication skills both written and oral ○ Ability to produce succinct, engaging and accurate content for different audiences ○ Ability to translate strategic intent into operational delivery ○ Able to handle confidential data and information sensitively ○ Able to organise own work and effectively plan, schedule and prioritise tasks. ○ Ability to use a range of CRM systems ○ Ability to use a range to digital communications tools including facebook, twitter, Instagram ○ Ability to produce high quality digital content for a range of platforms ○ Ability to translate complex data into compelling stories ○ Excellent IT skills, including excellent working knowledge of a range of CMS platforms ○ Influencing/negotiating skills ○ Ability to work under pressure and to meet deadlines ○ Flexible approach to working hours | <ul style="list-style-type: none"> ○ Ability to communicate in Welsh, both written and spoken. |
| Special Circumstances | <ul style="list-style-type: none"> ○ Able to work flexibly including out of normal office hours and participate in on call rotas ○ Able to travel as required ○ Able to work a rotational/fixed shift pattern | |