

JOB DESCRIPTION

Job title	Marketing and Communications Executive
Department	Marketing
Reports to	Communications and Engagement Manager
Job purpose	<p>Produce a social media strategy that aims to develop CSSC's accounts across multiple platforms.</p> <p>Support on the strategy and production of member email communications across CSSC, including automations, national and local emails.</p> <p>Engage and develop online communities to grow CSSC's brand reach.</p> <p>Champion and grow the CSSC brand in line with the strategic objectives.</p>
Key accountabilities	<ul style="list-style-type: none"> • Act as a brand guardian of CSSC, ensuring all communications meet the highest quality marketing standards, in addition to being consistent with in-house tone and branding. • Actively reviewing our member communications calendar, ensuring content is scheduled across our communication channels in line with our partners and wider campaigns. • Track, measure and report on social media and email communications. • Identify tactics and platforms that will be most effective in reaching a specified target audience. • Suggest new ideas for improving member experience and engagement. • Ensuring Service Level Agreements are met across our social and email channels. • Keep abreast of new trends on social media and email. • Growing the social following across CSSC's accounts. • Building and leveraging partnerships across social media, such as working with influencers. • Have high levels of attention to detail and the ability to prioritise conflicting deadlines. • Previous experience supporting with the delivery of projects and campaigns. • Measuring impact and performance of social media and email activity and content and revise plans accordingly.

	<ul style="list-style-type: none"> • Manage the planning and execution of marketing campaigns • Manage, implement and monitor key communities for CSSC • Champion social media and email as key communication tools, raising awareness internally how they can be implemented and utilised for different scenarios
--	---

PERSON SPECIFICATION

Job title	Marketing and Communications Executive
------------------	--

Personal effectiveness	Essential	Desirable
	<ul style="list-style-type: none"> • Passionate, shows initiative and takes responsibility • Progressive – able to see the bigger picture and openness to change • Supportive – uses a collaborative approach • Social – able to get the best from others 	<ul style="list-style-type: none"> • Respectful communication • Flexibility and adaptability

Skills, experience & qualifications	Essential	Desirable
	<ul style="list-style-type: none"> • Strong knowledge of brand and branding • Experience of delivery of brand identity and • Knowledge of and experience of using different social media platforms or one-year experience in a similar role. • Experience in email marketing • Ability to work well under pressure and tight deadlines. • Experience creating content across different formats. 	<ul style="list-style-type: none"> • A degree in Marketing or Social Media. • A willingness to keep aware and up to date with developments in technology. • A keen interest in sports and leisure activities. • Awareness of trends in the market and nationally celebrated days. • An eye for photography/videography. • Copywriting experience.

	<ul style="list-style-type: none">• Experience using Adobe Creative Cloud tools.• Experience at using a range of free social media tools to achieve results.• Good writing skills.• Good eye for visual design.• Proven editing and copy writing skills.• Attention to detail.• Ability to prioritise and work through tasks methodically.• Experience customer service.	
--	---	--