

Job Description
Communications & Digital Engagement

Full Time

Responsible to *Participation Manager*

Main Purpose of Role:

The role of the Communications and Digital Engagement Lead will be to devise and execute digital and communications plan to raise the profile of Snowsport, grow participation levels and the supporter base.

Key Objectives of Role:

- Develop the annual communications plan to ensure maximum reach to the agreed targeted audiences within the budget provided.
- To ensure that the communications delivered are consistent, timely and in keeping with the Snowsport England brand.
- Optimise the use of digital platforms to ensure cut-through and visibility as well as an ongoing presence through social media
- Accountable for ensuring the website is current and consistent and optimised for digital traffic and accessibility, liaising with the Administrator to ensure its accuracy
- Devise a social media influencer strategy to increase influencer engagement with Snowsport England
- To develop and deliver an annual communications plan
- Accountable for the organisation's insight strategy
- Responsible for monthly KPI reporting of website analytics, social media and communications plans outcomes
- To, on occasion, be the spokesperson for Snowsport England
- Work with external agencies in the delivery of Snowsport England communications campaigns and projects, such as photography or videography.
- Establish and manage Snowsport England image and video library, while ensuring GDPR and consent protocols are followed.
- Develop and implement email marketing strategies to meet the needs of our audience.
- Liaise with colleagues to ensure that all activities are promoted in a timely and professional manner.

Other duties:

- Any other reasonable duties identified by the Chief Executive Officer within the post holders' capabilities and in line with the needs of Snowsport England
- Champion safeguarding in all areas of work
- Everyone working with Snowsport England is expected to contribute to the development of the sport across a wide range of activities, accepting collective and individual responsibility, where necessary. This may include directly delivering activities or working upwards to shape the strategic direction of the organisation.

People:



Liaison with:

- Chief Executive Officer
- Business & Operations Manager
- Courses, Event and Competitions Administrator
- Education Lead
- Safeguarding Lead
- Talent coaches

Our Values and Behaviours:

We expect all staff to reflect our values in their behaviours and to promote these values in their work.

PASSION IN PEOPLE

Our members, including all volunteers, are at the leading edge of all our activities and decision making. We strive to improve their snowsport experiences.

COMMUNITY CHAMPIONS

We promote the spirit, culture and family values of our sport by supporting our local and national communities.

TRAILBLAZING IDEAS

Forever on the lookout for new initiatives, piloting, national ideas, listening to the industry and pushing the boundaries of what we can and will achieve for the good of the sport.

GENUINE VOICE

We carry out our work with honesty, speaking up on important matters and tackling challenges with the same vigour as when we're out enjoying the slopes.

RESPONSIBLE LEADERSHIP

Our underpinning value is providing trusted leadership based upon good governance, promoting safe and challenging experiences across all snowsport disciplines. Inspiring participating in snowsport at every level.

