

<b>Job Description</b>	<b>Communications Officer</b>
<b>Department</b>	Content, Communications and Digital
<b>Reporting to</b>	Senior Marketing & Communications Manager
<b>Responsible for</b>	N/A
<b>Salary</b>	£26,000 - 30,000 per annum
<b>Hours of work</b>	Full time, permanent
<b>Location</b>	Hybrid with attendance at Manchester office required (1-2 days per week).
<b>Main purpose of role</b>	To provide first-class copy to promote England Squash programmes and initiatives across a range of channels (social, email, website) that supports more people in their squash journey - whether playing, coaching, volunteering or officiating.
<b>Main duties and responsibilities</b>	<ul style="list-style-type: none"> <li>• Planning, curating and writing/publishing first-class copy for social media, newsletters and email campaigns, website and digital advertising campaigns to drive visibility of initiatives and opportunities which adheres to house style, brand guidelines and content strategy</li> <li>• Social media community management - populating social media channels with timely and organic content to drive growth and engagement, and engaging with/responding to community comments and questions</li> <li>• Curating, writing and publishing all newsletter content from across the organisation as well as ad hoc email campaigns</li> <li>• Attending and covering events such as major competitions, festivals and photoshoots on social media with some overnight stay and additional remote evening and weekend work involved throughout the year</li> <li>• Producing visually engaging graphics for social media, website and email campaigns</li> <li>• Populating and maintaining the editorial calendar to ensure regular content production across multiple platforms and planning / curating / scheduling content with internal stakeholders</li> <li>• Actively seeking out grassroots stories and case studies leads and briefing/overseeing a freelancer writer to write these</li> <li>• Assisting the Senior Marketing &amp; Communications Manager in producing and executing digital advertising campaigns</li> <li>• Publishing content to our websites through content management systems and supporting/training staff across the organisation with this</li> <li>• Administrative duties including overseeing newsletter and social media giveaways and setting up/attending photo and videoshoots</li> <li>• Dealing with customer service queries (phone, email and social media)</li> <li>• To continually develop the quality and effectiveness of all digital copy</li> <li>• Any other additional duties as required</li> </ul>

<b>COMMUNICATIONS OFFICER PERSON SPECIFICATION</b>	
<b>QUALIFICATIONS</b>	
Essential	Desirable
<ul style="list-style-type: none"> <li>Demonstrable journalism qualifications (NCTJ)</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of self-driven CPD</li> <li>Educated to degree level in a relevant field</li> <li>Digital marketing qualification</li> </ul>
<b>KNOWLEDGE</b>	
Essential	Desirable
<ul style="list-style-type: none"> <li>Excellent knowledge of how to create clear and concise short-form copy that resonates and inspires audiences to take action.</li> <li>Understands the core elements of a compelling news story/feature or case study that engages from the first sentence and holds attention through to the end.</li> <li>Good knowledge of social media platforms and best practice.</li> <li>Good all-round knowledge of digital channels, content production and digital marketing campaigns</li> <li>Good knowledge of digital trends and enhancements in content and social media</li> <li>Good knowledge of how to spot and capitalise on social media trends and topics.</li> </ul>	<ul style="list-style-type: none"> <li>Good knowledge of websites and SEO</li> <li>Good understanding of design principles relating to cross-platform marketing materials</li> </ul>
<b>SKILLS</b>	
Essential	Desirable
<ul style="list-style-type: none"> <li>Highly skilled in writing copy for B2B and B2C audiences, with the ability to adopt a brand's house style and quickly adapt tone depending on audience</li> <li>Skilled in writing advertising copy</li> <li>Creating graphics in Canva (or equivalent)</li> <li>Excellent planning and organisational skills</li> <li>Highly proficient in MS packages including Word, Excel, PowerPoint and Outlook</li> <li>Excellent communication skills, both oral and written</li> <li>Excellent interpersonal skills, the ability to work cross functionally and interact confidently with multiple stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Analytical skills and ability to interpret data to influence creative.</li> <li>Ability to establish rapport and credibility quickly with people at all levels</li> </ul>

<b>EXPERIENCE</b>	
Essential	Desirable
<ul style="list-style-type: none"> <li>• Two years+ experience in a copywriting role</li> <li>• Producing copy that aligns with brand guidelines and tone of voice, ensuring consistency across all communications</li> <li>• Publishing content on Instagram, Facebook, TikTok and LinkedIn, and community management</li> <li>• Writing and publishing email campaigns (in Mailchimp or equivalent)</li> <li>• Publishing content to a CMS</li> <li>• Maintaining an editorial content calendar</li> <li>• Customer service experience and responding to questions and queries on social media and email</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in a sports or leisure environment</li> <li>• Creating short form video content on TikTok and Instagram</li> <li>• Ability to interpret data to influence creative</li> <li>• Experience liaising with/briefing freelancer writers, graphic designers and videographers</li> </ul>
<b>PERSONAL</b>	
Essential	Desirable
<ul style="list-style-type: none"> <li>• A team player with a creative flair, brimming with enthusiasm, energy and ideas</li> <li>• A can-do attitude and willingness to get stuck in and attend events</li> <li>• The ability to prioritise, manage time effectively and work to very tight deadlines.</li> <li>• A meticulous attention to detail</li> <li>• Customer-focused and results orientated</li> <li>• Flexible approach to work and able and willing to work outside normal office hours when required</li> <li>• Actively identifies new areas for learning and personal growth whilst regularly creating and taking advantage of opportunities provided by the role</li> <li>• Displays an ability to connect, drive, be adventurous and work together</li> </ul>	<ul style="list-style-type: none"> <li>• A passion for/interest in sport/squash</li> <li>• Passion for all things digital with an awareness of digital trends and enhancements in content and social media</li> </ul>

This job description is not intended to be regarded as inclusive or exhaustive and will be amended in the light of the changing needs of the organisation.

## **Recruitment process**

### **How to apply**

To apply, please submit your portfolio, CV and covering letter to [donna.helmer@englandsquash.com](mailto:donna.helmer@englandsquash.com) by 29 April 2025. Please note, your covering letter should outline how you meet the person specification. Your portfolio should include examples of previous writing experience - specifically:

- social media captions (with links to the published posts)
- newsletter copy

- email campaign copy
- digital marketing campaign copy/adverts (with links to any published content)

Applicants are encouraged to complete the [England Squash Equal Opportunities Monitoring Form](#).

For an informal chat about the role, please contact Donna Helmer (Senior Marketing and Communications Manager) at [donna.helmer@englandsquash.com](mailto:donna.helmer@englandsquash.com)

Closing Date: 23:59 on **Tuesday 29 April 2025**

Interviews for shortlisted candidates: **Wednesday 7 May 2025**

England Squash is keen to address areas of underrepresentation in its workforce and is passionate about creating an inclusive and diverse workplace. We actively encourage applications from candidates from underrepresented groups with diverse backgrounds and life experiences.