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| Job Description | Content Manager |
| Department | Content, Communications and Digital |
| Reporting to | Senior Marketing and Communications Manager |
| Responsible for | N/A |
| Salary | Manager pay band - £32,126 - £39,634 per annum |
| Contract | Full time, permanent |
| Location | Remote / Manchester (head office) |
| Main purpose of role | <p>With the recent inclusion of squash at the LA28 Olympic Games, it's an exciting time for England Squash as we look to raise the profile of the sport and inspire new audiences on court.</p> <p>Our ambitious strategy Squash in a Changing World sets out our aspiration for the future of squash in England to be a thriving, growing and diverse community.</p> <p>In order to help deliver and accelerate our strategic priorities of increasing participation, enhancing diversity and nurturing talent, we're growing our team and require expertise to plan and manage the delivery of all content across our primary channels. This role will play a pivotal role supporting all areas of the business to connect with new and existing audiences.</p> |

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| Main duties and responsibilities | <p>Content management and production</p> <ul style="list-style-type: none"> • Develop and deliver an effective content strategy to help deliver organisational objectives. • Establish, analyse and improve how we measure content performance and establish metrics to inform our ongoing content strategy. • Develop a content roadmap and a comprehensive editorial calendar aligned to marketing objectives and existing channel strategy. • Take ownership of generating creative ideas for various content formats, including videos, digital marketing adverts and graphics • Manage the day-to-day workflow of content and take the lead on all planned content from ideation to delivery, ensuring all content aligns seamlessly with England Squash's core values and tone of voice whilst resonating with the target audience. • Develop and execute a strategic plan for our YouTube channel to expand reach and engagement. Manage YouTube content and cultivate a sense of community through effective audience engagement. Implement SEO channel best practice to increase video discoverability and drive subscriber growth. • Overhaul high priority web pages aligned to strategic objectives and ensure they are fully optimised for search. • Regularly update web content including copy, photos and videos to ensure it remains relevant, engaging, and searchable. • Repurpose content into alternative content formats where necessary to ensure maximum return on investment. <p>Data-driven insights</p> <ul style="list-style-type: none"> • Conduct ongoing keyword research and website analytics to identify new keyword opportunities to inform future content output. • Develop and implement effective SEO strategies. • Execute effective content outreach to drive link-building and enhance domain authority and credibility. • Proactively monitor and stay ahead of digital marketing industry trends, content innovations, and best practice, advocating for experimenting with new formats and technologies to inform and enhance content strategy. <p>Stakeholder management and cross-team collaboration</p> <ul style="list-style-type: none"> • Collaborate with internal staff from across the organisation for seamless content delivery and sign-off. • Act as a conduit for members of the England Squash team to communicate content requests, progress and challenges. • Collaborate closely with the marketing and communications team to create a compelling bank of content to support campaign creative, social media, PR, monthly newsletters and englandsquash.com • Manage external videographers and designers. |
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| | Miscellaneous <ul style="list-style-type: none"> • The post holder's duties must at all times be carried out in compliance with our Equal Opportunities Policy and Child Protection and Vulnerable Groups Policy. • Ensure the health and safety of all staff, volunteers, personnel and resources within the post-holder's duties and personal responsibilities adhere to the requirements of the Health and Safety at Work Act 1974. • To undertake other such duties and responsibilities that the post- holder may, from time to time, be directed to perform by England Squash. • Willing and able to work unsocial hours. The role may, at times, include some evening and weekend work plus travelling with occasional overnight stays. |

Recruitment process

How to apply

1. Please submit your CV, content portfolio and covering letter, outlining how you meet the person specification to marketing@englandsquash.com
2. Complete the [Equal Opportunities Monitoring Form](#)

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.

Closing Date: Monday 11 March 2024 at 5pm

Interviews for shortlisted candidates: Monday 18 March (provisional)

If you would like to have an informal conversation about the role, please contact Donna Helmer, Senior Marketing and Communications Manager, by email: donna.helmer@englandsquash.com

CONTENT MANAGER PERSON SPECIFICATION

QUALIFICATIONS

| Essential | Desirable |
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| <ul style="list-style-type: none">• Demonstrable educational background / qualifications or equivalent work experience relevant to the job description | <ul style="list-style-type: none">• Evidence of self-driven CPD• Educated to degree level in a relevant field• Digital marketing qualification |

KNOWLEDGE

| Essential | Desirable |
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| <ul style="list-style-type: none">• Excellent all-round knowledge of digital channels, content production and digital marketing campaigns• Excellent understanding of digital marketing techniques and campaigns• Excellent understanding of video, design and branding principles relating to cross-platform marketing materials• Good knowledge of websites and SEO best practice• Good knowledge of how to spot and capitalise on industry trends and topics• Good knowledge of social media platforms and best practice | <ul style="list-style-type: none">• Knowledge of using Premiere Pro (or equivalent) |

SKILLS

| Essential | Desirable |
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| <ul style="list-style-type: none">• Good writing skills and the ability to write clearly and concisely, as well as edit the work of others• Strategic planning and strong organisational skills• Ability to work independently, effectively prioritising work to meet deadlines and targets• Ability to establish rapport and credibility quickly with people at all levels• Creating graphics (in Canva or equivalent)• Excellent communication skills, both oral and written• Excellent interpersonal skills, the ability to work cross functionally and interact confidently with multiple stakeholders• A high level of accuracy and attention to detail• A logical and analytical approach to problem-solving | <ul style="list-style-type: none">• The ability to use and interpret data and insight to support decision-making |

| EXPERIENCE | |
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| Essential | Desirable |
| <ul style="list-style-type: none"> • A number of year's experience in a content role • Experience developing and executing a content strategy • Creating/developing a wide range of content including videos, digital marketing ads and graphics across a range of platforms for B2C and B2B audiences • Writing content briefs and articulating requirements to external videographers, writers and designers • Strong track record of generating creative ideas and transforming them into compelling digital content • Planning and maintaining a content calendar • Working with external agencies and suppliers videographers, writers and designers • Managing multiple projects at once • Using content management systems and optimising web pages | <ul style="list-style-type: none"> • Experience using Google Analytics, Google Tag Manager, Mailchimp and social media analytics • Conducting keyword research using keyword tools such as Keyword Planner or Moz • Experience developing and implementing effective SEO and link building strategies • Managing and publishing content to You Tube and experience with You Tube shorts • Experience working in a sports or leisure environment |
| PERSONAL | |
| Essential | Desirable |
| <ul style="list-style-type: none"> • A team player with a creative flair, bursting with ideas • Passion for all things digital with an awareness of digital trends and enhancements in content and social media • Displays an ability to connect, drive, be adventurous and work together • High energy, commitment and enthusiasm with a 'can-do' attitude • The ability to prioritise, manage time effectively and work to very tight deadlines. • Meticulous attention to detail • A flexible approach to work • Customer-focused and results-orientated • Applies knowledge or skill and brings new ideas and innovation • Flexible approach to work and able and willing to work outside normal office hours when required | <ul style="list-style-type: none"> • A passion for sport • Actively identifies new areas for learning whilst regularly creating and taking advantage of opportunities provided by the role |

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.