

# **basketballscotland**

## **Digital Communications Officer**



### **Job Description**

The Digital Communications Officer will shape and drive forward **basketballscotland**'s web-based content and digital presence, ensuring the right tone of voice, brand look, feel and messaging.

Working closely with colleagues across the organisation, the Digital Communications Officer will be responsible for developing content, presenting it in an engaging way across our existing and future digital channels, ensuring consistency and clarity of message.

### **Accountability**

The post will report to and be line managed by the Head of Operations.

### **Main Duties**

Digital Communications Officer will perform the following duties:

#### **1. Social media**

- Manage and expand our social media presence, sourcing and sharing stories and key information from across the sport.
- Deliver engaging social media content that excites and inspires the next generation of basketball fan in Scotland.

#### **2. General communications planning and delivery**

- Working with colleagues you will plan and deliver a programme of communications activity that are in line with the organisation's strategic goals primarily using our digital channels.
- You will create engaging digital content (using written word, graphics and video content) that will positively promote basketball and the work of **basketballscotland**.
- You will respond to ad hoc media enquiries and issue newsworthy stories to national journalists.

Support the growth of the **basketballscotland** brand, ensuring consistency across all internal and external communications with all partners

#### **3. Game of the Week delivery**

- Delivery of *Game of the Week*, including preview articles, social media content during and following games
- Produce content across all media that supports our key messages
- Maintain a high standard for copy and content that highlights **basketballscotland**'s member clubs throughout
- Act as the point of contact for Club's with queries about Game of the Week

#### 4. Website / Performance Reporting

- Manage and deliver regular website updates including but not limited to case studies, stories and content.
- Produce regular reports on digital reach to external stakeholders including CashBack for Communities.

#### 5. Additional duties

- Champion the use of Slack as **basketballscotland's** way of delivering internal communications.
- Support the content delivery of **basketballscotland** Regional Development Leagues in partnership with relevant staff and clubs within regions.

#### 6. General

- Perform other duties as required to support the development of the organisation

### Key Deliverables

The key challenge of this role is to develop digital communications across the organisation, engaging our audience and stakeholders with exciting content for **basketballscotland** that promotes the sport and is focused on our strategic goals.

### Person Specification

The Person Specification for this position is detailed in the table below

### Application Details

Applicants should send an up to date CV and covering letter demonstrating their suitability for the role in line with the person specification, and examples of online content they have created to the address below.

### Closing Date

All applications should be received in office by **9am on Monday 29 October 2018**. Late applications will not be considered. Applicants will be notified within one week of closing if they are required for interview. It is anticipated interviews will be conducted **week beginning 5th November 2018**.

### Contact

Applications should be marked 'Private and confidential' and sent to:

Email: **hr@basketball-scotland.com**

Post: **Human Resources Manager, basketballscotland, Caledonia House, South Gyle, Edinburgh EH12 9DQ**

## Candidate Specification

FACTORS	ESSENTIAL	DESIRABLE
Qualifications and Experience	<p>A professional qualification or degree in a sports, journalism or communications-related field</p> <p><b>or</b></p> <p>a minimum of two years' professional experience in a marketing and communications role</p>	<p>A professional qualification in marketing</p> <p>Qualification and experience of utilising Content Management Systems</p>
Knowledge, Skills and Abilities	<p>Demonstrable experience of creating/managing a digital communication plan</p> <p>Previous experience of creating content, specifically for online platforms</p> <p>Ability to develop engaging content</p> <p>Ability to influence and manage a range of partners and stakeholders, including colleagues and managers</p> <p>Ability to plan, prioritise and manage a busy workload</p> <p>Knowledge and understanding of sport.</p> <p>Ability to maintain positive relationships with a variety of stakeholders</p> <p>Ability to produce and edit video content</p>	<p>Knowledge of digital content</p> <p>Experience using Photoshop or similar</p> <p>Experience in volunteer management</p> <p>Experience of developing a brand</p> <p>Experience of managing corporate relationships</p> <p>Knowledge of basketball and/or experience working in a sports environment</p> <p>Experience of developing communication strategies.</p>
Disposition and Personal Qualities	<p>Ability to work under pressure</p> <p>Ability to work under your own initiative.</p> <p>Ability to manage multiple projects</p> <p>Exceptional attention to detail and pride in ensuring high quality service</p> <p>Ability to develop rapport quickly and to build relationships</p> <p>The ability to show initiative, solve problems and a focus on achieving results</p> <p>Self-motivated, energetic, confident, creative and enthusiastic</p>	<p>Ability to lead others and to influence culture change</p> <p>Passion for sport</p>



## **Terms and Conditions**

### **Duration**

This position will be appointed on permanent contract, subject to continuous funding.

### **Hours of work**

Full Time – 37.5 Hours per week. The hours of work are flexible around the requirements of the post.

### **Salary**

The salary range for this position is £19,000 - £22,000

### **Annual Leave**

Annual leave entitlement is 22 days increasing to 25 days after 1 years' service, plus 10 public holidays.

### **Pension**

**basketball**scotland will offer employees auto enrolled pensions in line with government regulations.

### **Place of work**

This post will be based at **basketball**scotland, Caledonia House, South Gyle, Edinburgh EH12 9DQ.