

Job Description

Social Media and Marketing Coordinator (GB Freestyle Kayaking)

British Canoeing Mission Statement

Inspire people to pursue a passion for paddling; for health, enjoyment, friendship, challenge and achievement.

British Canoeing Vision

A united British Canoeing, focused on our people and ambitions and excellent delivery

Aim of GB Freestyle

To create opportunities for paddlers to try, develop and excel in freestyle kayaking whilst providing a top level arena for our elite athletes to inspire greater interest and participation throughout the sport.

Make a significant difference every day

The philosophy that we expect our volunteers to embrace is based upon 4 CORE values:

Commitment: We have a passionate belief and a commitment to the program, its objectives and its CORE philosophy.

Ownership: We believe that taking ownership is key to our success.

Responsibility: We believe in taking responsibility for our own actions and that strong and effective leadership is a cornerstone to our philosophy.

Excellence: We believe that effective communications with colleagues, athletes and key support staff is a hallmark of our philosophy.

OVERVIEW AND PURPOSE OF THE POST

The Social Media and Marketing Coordinator will be responsible for implementing social media campaigns, information sharing and communications with the freestyle community, stakeholders and British Canoeing. This position will require you to work from home. Monthly committee meetings take place online during the evening.

RESPONSIBLE TO: GB Freestyle Kayaking Committee Events and Communications Officer (Bonnie Armstrong)

LOCATION: UK

HOURS: 1-4 Hours per week

SALARY RANGE: Voluntary

KEY AREAS OF OPERATION

1. Implement social media campaigns via on-line tools, for example scheduling posts on Facebook and cross posting them to Instagram
2. Engage with freestyle paddlers both in the UK and globally, and GB Freestyle Kayaking Team athletes to obtain content to distribute on-line
3. Promote freestyle events by various means, including online and via email marketing and social media campaigns
4. Coordinate and liaise with British Canoeing and the home nation organisations with respect to updates and news/media content for distribution
5. Attend monthly committee meetings, and provide updates on social media progress
6. Liaise with the GB Freestyle Kayaking Committee Events and Communications Officer to develop ongoing social media and marketing campaigns and online strategies
7. Be willing to attend freestyle events throughout the year, for which expenses are generally provided
8. Attend the ACM/Volunteer Awards Evening

PERSONAL EXPERIENCE

Desirable:

- Experience of using a range of Social Media platforms and a willingness to develop expertise across these platforms
- Experience or understanding of freestyle kayaking, or a willingness to develop an understanding of freestyle kayaking, or experience in another paddling discipline
- Experience of using Microsoft Office and Google Drive (and associated apps)
- Experience of using Zoom, Microsoft Teams, or Google Hangouts
- Willingness to comply with the British Canoeing data protection policy and GDPR.

Skills:

- Excellent organisational skills
- Good attention to detail
- Enthusiasm to embrace the subject
- Able to work independently
- Ability to be resourceful and flexible

The successful applicant will be able to access training and qualifications in social media, alongside mentorship from the Events and Communications Officer. They will also be able to claim expenses for out-of-pocket expenses resulting from this voluntary role.

Should you have any questions regarding this advert, or wish to apply for the position, please contact the GB Freestyle Kayaking Committee Events and Communications Officer, Bonnie Armstrong, at Bonnietta.armstrong@gmail.com