



Abacus House . Pennine Business Park . Huddersfield . HD2 1GQ

MEDIA & MARKETING OFFICER

JOB DESCRIPTION & ADVERT

Position: Media & Marketing Officer

Location: United Kingdom

Reports to: Managing Director / Management Committee

Salary: £21,000 per annum

Hours: 34 hours per week. Hours of work will be those necessary to carry out the full responsibilities of the post. This will involve weekend and some evening work

Duration: Permanent

BACKGROUND INFORMATION

British Dodgeball is a non-profit organisation that invests all income back into developing the sport of dodgeball in England, Northern Ireland, Scotland and Wales. We are confident in our claim to be the leading National Federation for dodgeball in the World with the most comprehensive grass roots development program in the sport

Our Vision is to "Inspire generations and communities to experience the benefits of playing dodgeball"

Our Aims are to:

- Deliver opportunities that enable a strong pathway from beginner to elite and create a platform for all players to enjoy the game
- Provide training to coaches, teachers and leaders to increase participation in dodgeball
- Inspire people to enjoy dodgeball through positive role models and major events
- Build and strengthen community dodgeball clubs to grow and sustain the sport

Dodgeball Development Limited. No 10944585

Contact: hello@britishdodgeball.com

Web: www.britishdodgeball.org



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MEDIA & MARKETING OFFICER

British Dodgeball is looking for a fantastic, experienced Media & Marketing Officer who will be responsible for creating content, gathering stories, delivering our marketing and media strategy and implementing a variety of creative content across all British Dodgeball's channels. This is in order to help grow the sport and to promote British Dodgeball's current activities and events. We are looking for a highly creative individual who will be able to create exciting, engaging, and innovative content that attracts players and future players of all ages.

We are looking for a team member who is familiar with fundraising via media and we welcome applications from candidates with experience of marketing and media in any sector. The Media & Marketing Officer will be a key part of the team at British Dodgeball and content must always be created to a high standard.

Planning and reporting is key to the role, as is keeping up to date with new digital tools, trends and techniques that could be implemented. The Marketing & Media Officer must have excellent planning, communication and copywriting skills and be able to adapt their style to the audience and channel specific requirements.

What we can offer you:

- Company equipment provided where required
- Generous annual leave entitlement
- Sports Club Membership
- Continuous Professional Development

Closing date for receipt of applications is 5pm on Friday 30th June 2023.

Interviews for post to be held on w/c 10th July. Employment to start 1st September 2023.



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SPECIFIC RESPONSIBILITIES

- Manage all social media channels for British Dodgeball
- Create branded graphics for social media
- Create exciting and varied written and visual content for British Dodgeball on a weekly basis
- Photograph and film events such as tournaments and league meets
- Work alongside and lead British Dodgeball Social Media Volunteers and freelance photographers
- Promote opportunities for people to play dodgeball
- Promote the suite of British Dodgeball products and services
- Ensure effective monitoring and evaluation of social media marketing through analysing reach and engagement on posts
- Communicate with your line manager on a regular basis to discuss ongoing projects
- To undertake any other duties as may be required from your line manager from time to time

Essential

- Driving license and access to transport in order to travel to events
- Experience working with graphics design software
- Experience working with video editing software
- Experience live-streaming

To apply, please email your CV and a portfolio of previous work (this can include A level or university exemplars) to ben@britishdodgeball.com.

Although optional, we would love to see a piece of content created by you for British Dodgeball's social media pages. This can be a graphic, a written post, an image, a video, a gif, or anything your creative mind can dream up! We are excited to hear your ideas and look forward to receiving your application.