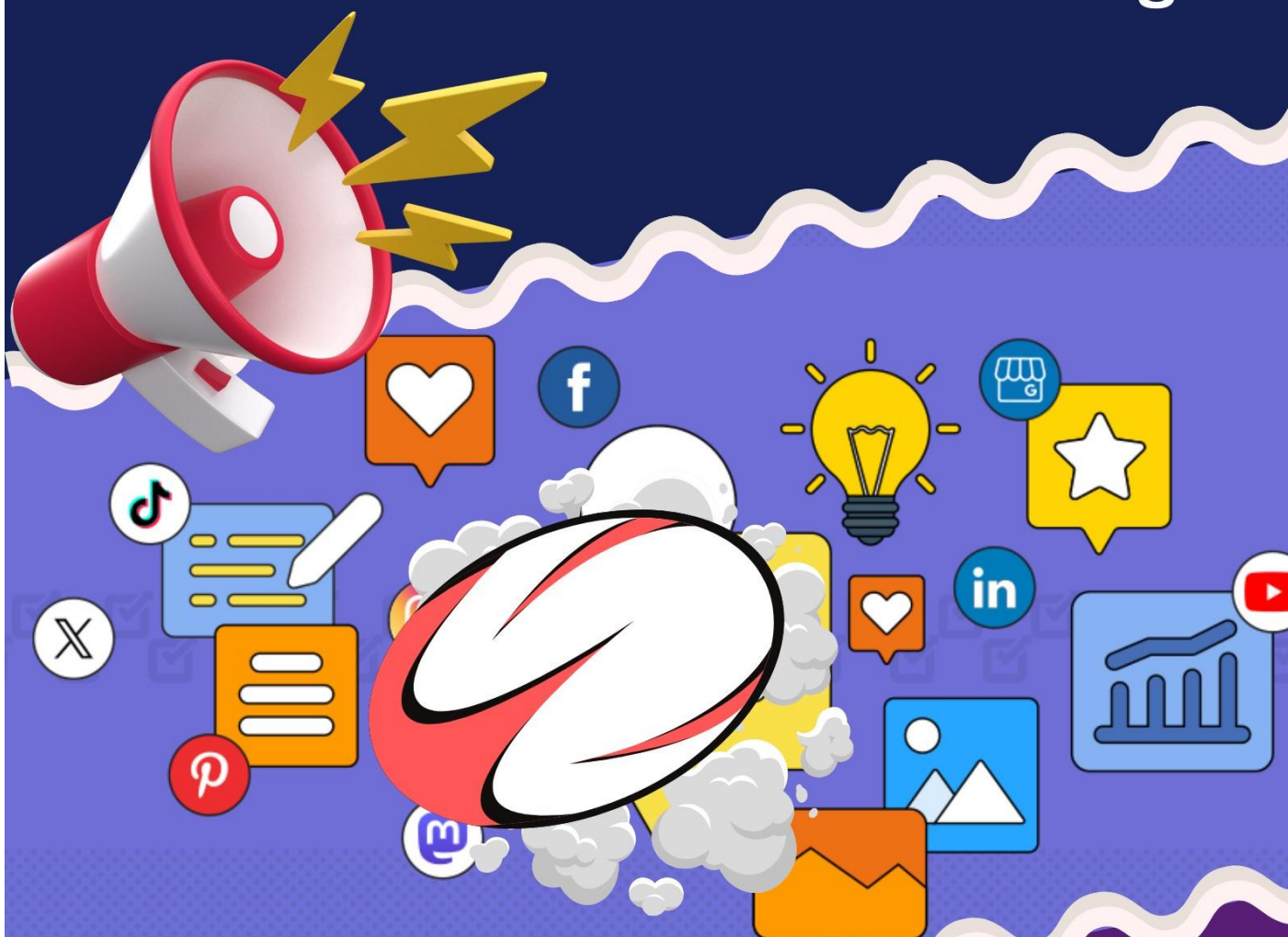
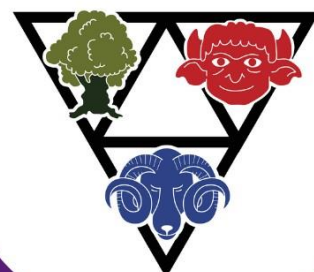


Volunteer vacancy

NLD Social Media Content Manager



Aim: Tell the story of rugby enjoyed by young people (aged 6 to 23) in Nottinghamshire, Lincolnshire and Derbyshire. This will be achieved via a broad mix of digital and traditional marketing channels. The message should appeal to young people as well as adults.



NLDRFU

Supporting rugby in
Nottinghamshire, Lincolnshire
and Derbyshire

NLD Social Media Content Manager

Applications in the form of a covering email and c.v. to
Tim Wilbraham, Head of NLD Age Grade Rugby Team at agegrade@nlrdfu.co.uk
by Monday 14th October.

You can call Tim for further information at 07799840482

The Role

- The Social Media Content Manager will tell the story of rugby enjoyed by young people (aged 6 to 23) in Nottinghamshire, Lincolnshire and Derbyshire. This will be achieved via a broad mix of digital and traditional marketing channels. The message should appeal to young people as well as adults.
- You will work directly with the NLD Age Grade Team, uncovering content and bringing it to life through creative and innovative written and visual communications.
- You should be a confident communicator who can spot a great story, has a passion for content creation, and the ability to build strong, effective relationships with colleagues within the Age Grade Team as well as other NLDRFU volunteers, clubs and match officials across the three counties.

Accountability

Reports to the Head of the Age Grade Rugby Team.

Main duties and responsibilities

- Create and deliver a content plan for age grade rugby, to effectively showcase our offer and achievements to key target audiences. Content will include competitions, representative rugby and initiatives to promote the recruitment and retention of rugby players, volunteers and match officials.
- Produce high quality, creative, timely, relevant and engaging content, written and visual, for use across a range of external and internal marketing and communication channels including the NLD social media and website. You might also be able to support content for e-mail, direct mail and publications.
- Build co-operative and supportive relationships with colleagues across the NLDRFU, collaborating at all levels to identify content opportunities and ensure co-ordinated delivery of high-quality content. Act as a central point of contact to enable a continuous flow of ideas and potential content from colleagues and other key stakeholders.
- Proactively seek out content-led marketing best practice and trends from across the sector and beyond to inform strategic and tactical recommendations as part of the NLD Age Grade Team's commitment to continuous improvement.
- Work proactively with colleagues across the Age Grade Team to assist with the delivery of events and other activities related to the profile and positioning of the NLDRFU including, for example, competitions, festivals and recruitment events.
- Ensure consistency of brand message in content and in the visual image of NLDRFU. Be the brand custodian for all social channels and ensure the brand guidelines are always upheld.
- Ensure the internal communications messaging and branding is consistent across all platforms and in line with external communication messaging.

NLD Social Media Content Manager

Person specification

Requirements Candidates/ post holders will be expected to demonstrate the following	Essential/ Desirable
Experience, Knowledge and Skills	
Ability to write clearly and adjust writing style to match the purpose (e.g social media, promotional materials, news articles, invitations, letters, reports, minutes).	E
Excellent verbal communication and written skills with the ability to create inspiring and engaging content.	E
Strong experience of creating content – words, photographs and videos – for a range of digital channels	E
A good understanding of brand guidelines, tone of voice and writing for different audiences	E
Experience of commissioning and co-ordinating design, photography, videography and print	D
High professional standards, particularly with regard to proof reading, accuracy, attention to detail and presentation.	E
Experience of providing marketing advice to non-marketing colleagues	D
Track record of being an effective team player with friendly, efficient, polite manner.	D
Strong collaborative and influencing skills, able to interact confidently and effectively with internal/external stakeholders.	E
Demonstrable experience and knowledge of content-led marketing	E
Ability to work independently and as part of a team.	E
A high level of proficiency in the use of IT, including Microsoft Office, Adobe Photoshop, Wordpress, InDesign, Illustrator, etc	E
Ability to work with initiative, think creatively and solve problems.	E
Ability to coordinate complex projects and manage conflicting priorities/deadlines.	D
Knowledge of relevant legal and regulatory issues, e.g. data protection, CMA and copyright	E
Personal Attributes	
Strong interpersonal skills, able to develop relationships and work effectively with others within a team, organisation and externally.	E
Friendly and personable with the ability to receive constructive feedback implementing the necessary changes needed	E
Flexible, resilient and able to deal with changing demands and priorities.	E
High levels of personal motivation.	E
Methodical and structured approach to work, with a keen sense of forward planning, prioritisation and execution skills.	E