

# Job Description

## Social Media and Communications Officer



JOB DESCRIPTION	
<b>Job Title</b>	Social Media and Communications Officer
<b>Salary</b>	£21k
<b>Location</b>	Liberty Stadium with regular travel around the Ospreys region and away games (travel expenses will be reimbursed, access to your own transport is essential)
<b>Hours of work</b>	37 Hours per week
<b>Responsible to</b>	Business General Manager
<b>Responsible for</b>	<p>The Marketing and Communications Department is a combined function at Ospreys Rugby putting data, digital, brand affinity, fan engagement and audience development at its core.</p> <p>The Social Media and Communications Officer will be working closely with other officers to deliver a consistent and engaging social media and communications plan that drives ticket sales, increases brand awareness and generates new audiences for Ospreys Rugby.</p> <p>Reporting and increasing ROI will be a key element of the role.</p>
<b>Contractual Status</b>	<ul style="list-style-type: none"> <li>• Full-time</li> <li>• Subject to probationary period and annual appraisal</li> </ul>
<b>Role Summary</b>	<p>You will develop and coordinate an impactful social media and communications plan to support the work of the organisation across all departments.</p> <p>You will work closely with the Rugby comms co-ordinator, Design &amp; Digital Content Officer and the Marketing &amp; Audience Development Officer to deliver creative campaigns to drive ticket sales and be the driving force behind telling engaging stories to represent all areas of the Ospreys as a rugby team and brand.</p> <p>You will prepare comprehensive and daily action plans, including resources, timeframes and milestones for a range of messages across social media and media platforms.</p> <p>To succeed in this role, you should have excellent time management and communication skills, as you'll collaborate with colleagues, partners and all stakeholders to deliver results on deadlines.</p> <p>You will be required to work outside of office hours.</p>
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>• Ospreys staff, management and players</li> <li>• Key Stakeholders internally and externally</li> <li>• Media</li> </ul>

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### Key Responsibilities, Tasks and Activities

#### Communications:

- Increase the Company's profile and influence internationally, nationally and regionally, and to maximise ticket sales and contributed income.
- Play a key role on all communications for rugby at Ospreys Rugby to include team announcements, player announcements, pre-match, in-match and post-match reports/responses/interviews.
- Be a point of contact for media enquiries.
- Work closely with the team to identify effective stories to reflect and promote the work of the Commercial, Community and Operations teams to include Merchandise.
- Develop and maintain strong and lasting external relationships with a network of contacts in the national, regional and local press to ensure an increase in the range and level of positive coverage (both on and off the field) for the Company and its work.
- Research and write engaging editorial, contributing click-worthy articles for the news section of Ospreys Rugby's website and Ospreys TV ensuring traffic to the site increases on a monthly basis.

#### Social Media:

- Working closely with the marketing and communications team to develop and implement the social media plan across the organisation's activities.
- Contribute to planning and support for digital activity in line with strategic and campaign objectives in order to achieve financial targets, but also increase engagement and reach.
- Develop and implement a daily social media calendar based on marketing campaign plans which reflects the needs of our audiences, as well as the companywide activities and stories which need to be told.
- Liaise with departments across the Company to identify social media opportunities.
- Monitor and participate in social media throughout working hours as well as out of office hours where necessary.
- Support and create a wide range of content for social media including images and video across all relevant social platforms.
- Identify emerging social media trends and platforms which would serve the needs of our audience and Marketing and Communications strategy.
- Provide ongoing post-campaign analysis to inform future campaigns and evaluate ROI.

#### Other:

- Ensure that all social media and communications activity is complimenting the wider marketing and communications activity and that campaigns are in-line with the company's overall marketing, communications and audience development strategies.
- Ensure all digital content adheres to the Ospreys style guide to contribute to a consistent editorial tone of voice across the web and other media.

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	<ul style="list-style-type: none"> <li>Performing any other reasonable tasks or duties commensurate with the role as requested.</li> </ul>
<b>Continued Professional Development</b>	<ul style="list-style-type: none"> <li>Ospreys are committed to providing CPD for the post holder</li> <li>We expect the post holder to undertake available training courses and research to enhance personal knowledge, skills and experience</li> </ul>

PERSON SPECIFICATION	
<b>Experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Experience of using all pre-eminent forms of social media</li> <li>Experience of providing detailed analysis on the effectiveness and reach of social media campaigns</li> <li>Digital marketing experience</li> <li>Experience of devising and implementing successful social media campaigns which have increased sales and awareness</li> <li>Experience of working confidently as part of a team</li> <li>Experience of working on own initiative</li> <li>Experience of dealing with multiple contacts to co-ordinate content for social media</li> <li>Experience of identifying positive press stories and achieving substantial coverage as a result</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>Experience in sporting and/or events communications</li> <li>Experience of video production and image editing</li> <li>Knowledge of Wordfly/Hootsuite or other similar digital tools</li> <li>Digital marketing experience</li> <li>Experience of placing social media and communications priorities alongside marketing plans to compliment and maximise impact for campaigns.</li> </ul>
<b>Skills &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>Good general education.</li> <li>Degree in a relative subject</li> <li>Welsh Language desirable</li> <li>Solid organisational skills, including multi-tasking and time-management</li> <li>Excellent IT Skills, specifically Microsoft Word, Excel &amp; PowerPoint</li> <li>Excellent written and verbal communication skills are essential</li> <li>Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets.</li> </ul>
<b>Key Competencies</b>	<ul style="list-style-type: none"> <li>Must relish communicating and conversing through social media</li> <li>Must relish building contacts within the media industry in Wales, the UK and beyond and both inside and outside of rugby circles</li> <li>Must be positive, driven and forward thinking in approach.</li> <li>Ability to work in a team but has confidence to follow own intuition and initiative where appropriate</li> <li>Ability to meet deadlines</li> </ul>

<b>PERSON SPECIFICATION</b>	
	<ul style="list-style-type: none"> <li>• Attention to detail</li> <li>• Excellent interpersonal skills</li> <li>• Excellent writing skills</li> <li>• Ability to respond creatively and professionally when under pressure</li> </ul>

<b>Acknowledgement</b>		
<b>Employee Signature:</b>	<b>Name:</b>	<b>Date:</b>
<b>Line Manager Signature:</b>	<b>Name:</b>	<b>Date:</b>

**The job description is subject to change pending review by the role holder and their line manager.**