

JOB DESCRIPTION - SOCIAL MEDIA COORDINATOR

Responsible to	Programme Manager
Type of Contract	12-month, fixed term with potential to be extended, if further funding secured.
Hours of Work	21hrs a week, Monday – Friday working hours to be agreed on appointment (plus additional paid hours as and when required, some weekend working is likely).
Salary	£10,647
Location	British Fencing Head Office, Chiswick, London
Benefits	Modern IT systems & equipment, plus cloud-based sharing. 5 TFL tube & train lines within a 15-minute walk (Chiswick). Part of a dynamic and empowered team. Part office / part working from home considered.

1. ABOUT BRITISH FENCING - VISION, MISSION AND OBJECTIVES

British Fencing is the National Governing Body for the Olympic sport of fencing.

Vision – “A strong, successful and sustainable Fencing Community”

Mission - “To inspire and enable people to start, stay and succeed in fencing”

British Fencing Objectives:

1. A performance pathway to International success.
2. A stronger, empowered community of 30,000 fencers, volunteers, coaches and supporters.
3. Accessible inclusive swordplay opportunities delivered via partnership programmes.
4. A sustainable future supported by high quality governance and infrastructure that is financially resilient.

2. JOB PURPOSE

Reporting to the Programme Manager, the Social Media Co-ordinator will be responsible for working across the organisation to co-ordinate the social media channels, supporting the British Fencing vision for the future sustainability of the sport.

The Social Media Co-ordinator will be responsible for delivering the following Social Media Objectives:

1. Increase engagement and interaction across British Fencing social media channels.

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2. Increase engagement with key pre-defined user segments.
3. Increase social following with a target of 30,000 across all social platforms.
4. Understand British Fencings audience by putting content on the most appropriate communication platforms.

The Social Media Co-ordinator will be supported in content generation by staff across the organisation.

3. KEY RESPONSIBILITIES

- Responsible for coordinating, maintaining and implementing British Fencings social media calendar.
- Support the delivery of the social media calendar, by working alongside staff to continuously maintain and develop the communications plan that will support various work programmes delivered through British Fencing and our partners.
- Work alongside colleagues at British Fencing to create exciting and engaging structured content through our various social media platforms, including Facebook, Twitter and Instagram.
- Ensure that the Social Media 'voice' of British Fencing is appropriate and aligned with the values of British Fencing and supports the objectives of the organisation.
- Actively engage the fencing community through our various social platforms.
- Gather and create content around major annual events and campaigns, e.g. Women in Sport Week and major fencing competitions.
- Supporting key stakeholders by re-tweeting/sharing their Social Media posts.
- Ensuring existing content is efficiently re-used and delivered via as many channels as appropriate.
- Where possible, maximise media opportunities and related production of content.
- Support external communications to members and the wider public, to profile British Fencing's impact on the recreational market.
- Support the editor of the Sword, as and when required.
- Any other tasks that would be deemed suitable within this role as directed by the Programme Manager.

This job description is not a definitive or exhaustive list of responsibilities; it identifies the key tasks and duties of the Social Media Co-ordinator. Specific targets and objectives will be agreed with the Programme Manager and will be regularly reviewed as part of a performance appraisal framework.

4. PERSON SPECIFICATION / TECHNICAL COMPETENCIES

- Demonstrable marketing experience with a variety of social media platforms.
- Excellent communication skills, verbal and written; changing tone, style and approach across different service areas.
- Knowledge of current themes affecting social media and how they could be adapted to improve our channels.

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- Experience of using and being creative with design software e.g. Photoshop.
- Experience in writing copy for online and social channels.
- Managing multiple projects simultaneously to success.
- Solve problems in a scrutinised environment where there is no precedent.
- Ability to interpret and implement departmental and wider organisational plans.
- Ability to influence and negotiate with staff members internally at British Fencing.
- Able to work independently as well as being part of a team.
- An understanding and appreciation of the value of sport.
- Understanding and commitment to diversity and equal opportunities.