

Job Description

1. Title / Grade

Title: Communications & Marketing Assistant

Salary: Competitive plus benefits

2. OVERALL PURPOSE OF THE JOB

To assist the head of marketing & communications in the implementation of the BEF Marketing and Communications strategies.

3. SPECIFIC RESPONSIBILITIES

External Communications

- Assist with managing media and other enquiries
- Assist with the production and distribution of the BEF e-newsletters
- Assist with management of the BEF media list and support the development of cross-Federation media lists where relevant
- Draft press releases for distribution to external stakeholders and the media
- Assist MBs with the communications and marketing needs of Sport England funded projects
- Support promotion of the UK Sport funded World Class Programme
- Liaise with other BEF staff and MBs to generate positive equestrian press coverage
- Monitor daily online alerts and press cuttings and assist with evaluating press coverage
- Assist with supporting media activity for the BEF member bodies where required

Team GBR / World Class Supporters

- Keep the official suppliers, sponsors, partners and supporters database up-to-date
- Support MBs as required with the Team GBR sponsorship programme
- Assist with monitoring the associated rights
- Assist with the day-to-day management of supporters of Team GBR and World Class

Websites

- Write news items for the BEF and Team GBR websites
- Compile relevant content from MBs for the BEF and Team GBR websites
- Upload content via the simple content management system (no specific experience needed)
- Assist with the management of the Hoof – London Legacy website
- Monitor website statistics and compile results

General

- Attend BEF Communications and Marketing meetings and take minutes
- Assist with internal communications
- Attend various events as needed to assist with promotion of the BEF and its related activities.
- Other day to day activities as relevant

4. ACADEMIC REQUIREMENTS

- Preferably educated to degree level or equivalent.

5. EXPERIENCE/SKILLS/PERSONAL CHARACTERISTICS

- Excellent verbal and written communication skills
- Excellent IT skills
- A team player
- Able to work under pressure and to deadlines
- Excellent inter-personal skills
- Comfortable in a small office team environment
- Good administrative skills
- Some knowledge of a range of the communications and / or marketing fields
- An interest in equestrian and/or sporting matters

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6. REPORTING

REPORTS TO: Head of Communications & Marketing.

WHO REPORTS TO THE JOB HOLDER:
N/A

7. Employment Contract

- The post is subject to the employment rules of the BEF.
- The post will be based at the BEF offices.
- Work hours are 35 hours per week.
- The successful candidate will undergo a 3 month trial period.
- Holiday entitlement is 23 days per year plus Public Holidays.
- Notice period is 1 month.
- The post is Lottery funded.