



exercise move dance

APPLICATIONPACK

Who are EMD UK?

As the national governing body for group exercise, EMD UK is the go to organisation for participants, teachers, organisations and the media for expert advice about trends and opportunities across the sector.

We are an insight driven organisation that operates the largest database of group exercise classes in the UK to connect participants with thousands of instructors offering classes in their local area. To facilitate the continued growth of the sector we provide quality training and development as well as ongoing help and advice to instructors, supporting them at every stage of their career.

We also work in partnership with organisations to endorse and develop all forms and styles of group exercise, including start up support for new fitness brands and concepts trying to enter the market. We work proactively to bring all aspects of the industry together to achieve our vision of 'a healthier nation through exercise'.

Digital Marketing Executive (Full Time)

EMD UK is looking for a talented, enthusiastic and creative digital marketing executive to support and manage its digital marketing strategy and activities. The ideal candidate must have experience of running social media channels and an excellent track record of copywriting, designing and editing content for both traditional and digital marketing channels as well as an active interest in the fitness, sports and/or dance industries.

Salary: £18,700-£27,500 (pro rata) per annum (depending on skills and experience)

To apply please email **a supporting document detailing how you meet each of the criteria in the person specification, accompanied by your CV.**

Please include details of two references (e.g. current & previous employer, college tutor, mentor etc.). Referees will **not** be contacted before a verbal offer of employment is made. Please **do not** just send your CV or a generic application.

Closing date for applications: Friday 22nd September 2017 at 5pm

Please email your application to Communications Manager, Emily Bunton

Interviews will be held in Horsham, West Sussex w/c 2nd October 2017

JOB DESCRIPTION

Job Description

Title	Marketing Executive (Digital)
Reports to	Communications Manager
Location	EMDP head office, Horsham, West Sussex
Contractual Status	Permanent. Full time (40 hours per week)
Salary Band	Band 2 £18,700-£27,500 per annum
Job Purpose	<ol style="list-style-type: none">1. To support the delivery of all EMD UK marketing and communications activity across all digital platforms in line with the Strategic Marketing Plan.2. To deliver EMD UK marketing campaigns, projects and activities
Key Tasks and Responsibilities	<ul style="list-style-type: none">• To write and optimize content for all social networking accounts including Facebook and Twitter• To track and analyse social media engagement and performance as well as website traffic flow, report on analytics and make recommendations on improving bounce rates and dwell time• To creatively contribute relevant and targeted editorial content including online blogs, articles, imagery and video content in accordance with SEO best practice and the EMD UK brand, products and campaigns• To ensure the EMD UK website is fresh, up to date, optimised and in keeping with the brand• To keep up to date with digital marketing trends• To organise and maintain relevant digital advertising outputs (websites and social media)• To support and deliver email marketing activities including monthly newsletter production and distribution• To provide promotional support to EMD UK partners on relevant products and projects through web and digital communications• To support the wider EMD UK team in promotion of upcoming projects and events• To attend meetings and events as appropriate on behalf of EMD UK• To support the Communications Manager, the Head of Sales & Marketing and other senior staff as required

	<ul style="list-style-type: none"> Any other relevant task commensurate with the level of the role and as requested by your line manager or Chief Executive.
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Person Specification

Qualifications, experience, knowledge, skills & attributes needed for the role

	Essential	Desirable
Educated to degree level in digital marketing	✓	
Educated to at least Level 3 (A Level or equivalent)	✓	
Understanding of and training in marketing and communications theory and practices	✓	
Practical experience working in digital marketing communications.	✓	
Experience of creating and leading digital marketing campaigns and activities, preferably in a professional setting.	✓	
Good copywriting skills for a range of media particularly digital platforms including blogging and social media.	✓	
Experience of running social media streams, preferably in a professional setting	✓	
Experience of working or volunteering in the Sports, Physical Activity, Fitness or Dance industry		✓
Knowledge of website maintenance tools including CMS, google analytics, SEO	✓	
Experience of designing creative content for e-zines and social media	✓	
Excellent communication and interpersonal skills	✓	
Good organisational, time management & resilience skills	✓	
Ability to meet deadlines and work under pressure	✓	
Ability to work as part of a team	✓	
Ability to be flexible, adaptable and follow procedure	✓	
Ability and willingness to travel throughout the UK and to work evenings and weekends as required	✓	
Competent in the use of IT systems, including Microsoft Office and Outlook.	✓	
Live within a commutable distance to Horsham or be willing to re-locate		✓

This job description is not to be regarded as exclusive or exhaustive. It is intended as an indication of the areas of activity and can be amended at any time in response to the changing needs of the organisation.

