

Job Description: Insight & Communications Officer



About us:

British Taekwondo is the National Governing Body for Olympic Taekwondo in Great Britain, serving a 600 strong club network across the United Kingdom. Our core business supports and regulates club activity, competition, and teams across the different disciplines of the Martial Art, Olympic & Paralympic combat sport and Non-contact Poomsae. British Taekwondo also works closely with GB Taekwondo, the high-performance arm responsible for Olympic & Paralympic programs.

British Taekwondo aims to recruit and retain individuals through fair and effective recruitment and selection procedures. We value diversity and are committed to eliminating unlawful and unfair discrimination. Appointment will always be on merit.

Applications are welcomed from all people irrespective of age, sex, gender, sexual orientation, marital status, pregnancy/maternity/paternity/caring responsibilities, ethnic and cultural background, nationality, disability, religion, or belief.

About the post:

British Taekwondo is looking for a motivated individual with some experience, to join our small operational team to generate and work on audience insight projects. The role also includes elements of marketing, media and communications work, including membership team support.

This varied and interesting role will support our development and marketing teams with insight and research to understand our existing member's needs, help our club network to grow, understand what is required to attract new members to Taekwondo, and importantly, gain valuable insight into inequalities within our demographic and communities where our clubs do / can operate.

Reporting to our marketing manager and working with development department colleagues, this role will work on how Taekwondo can address these growth and wider societal issues with a range of Taekwondo based support tools and activity projects. The role will also include supporting our day-to-day media and comms work, across website, member communications and social media.

Location: British Taekwondo Head Office*, Manchester Regional Arena, Etihad Campus, Rowsley Street, Manchester M11 3FF

*A split working from home / main office arrangement is currently in place.

Travel: Limited and office/working from home based.
The successful candidate may be expected to agree to some reasonable travel to fulfil this role.

Salary: Commensurate with experience – circa £24K - £28K.

Hours of work: 37.5 hours per week.

Contractual Status: Full time Contract.

Start date: 1st July 2023 (or soonest available date).

Job Description: Insight & Communications Officer



JOB PURPOSE & MAIN RESPONSIBILITIES

Reporting to the Marketing, Digital & Media Manager, you will be responsible for the delivery of membership and wider audience insight projects, including day to day support and delivery of our media and communications operation.

The primary responsibilities for this role will be to:

- Deliver insight projects that support our business, marketing and development growth strategies, that increase core membership, retain existing members and tackle inequality.
- Support projects to refine our membership service and CRM platform.
- Support marketing initiatives for new products and services.
- Liaise with departmental colleagues, prepare for, and report on progress of workstreams.
- Support and deliver the day-to-day marketing, media and communications plan, creating content and managing website and social media activity.
- Regularly report and update staff and stakeholders on news and developments relating to British Taekwondo, and best practice in sport in general.
- Officially communicate with our stakeholders in all forms as required to keep them updated on our policies, procedures, plans, events and news.
- Deliver any other membership, marketing, digital or media related activity that is required from time to time, contributing to the success of the business.

Job Description: Insight & Communications Officer



Required Knowledge

- Knowledge, qualification and experience of Market Research and Insight projects.
- Knowledge and experience of Marketing and effective use of Digital & Media platforms.
- Knowledge of marketing and communications strategy development.
- Experience in day-to-day website and social media back-end systems management.
- Proficient in Microsoft IT packages including Word, Excel, PowerPoint and website navigation (WordPress).

Desirable Skills & Experience (not essential)

- Some knowledge or experience of CRM systems.
- Some knowledge or experience of marketing and communications in a sport.

Competencies

- Solves problems creatively by identifying the problem, evaluating the alternatives, and finding innovative solutions.
- Strong interpersonal and communication skills, developing effective relationships both internally and externally.
- Understands the marketing, digital and media landscape.
- Promotes and demonstrates anti-discriminatory practice.
- Sets high standards and strives for continuous improvement in self and others.
- Always behaves in a professional manner that is fair, open, and transparent.
- Understands the need for respect and confidentiality.
- Is able to develop project plans.
- Possesses administration and systems (records) management skills.
- Expresses both orally and in writing, ideas and information in ways that are appropriate, accurate and concise.
- Holds Right To Work in the UK
- Is willing to travel throughout the UK.
- Available to work occasional unsociable hours and contribute to event delivery.

Job Description: Insight & Communications Officer



How to apply

Please submit your CV with a covering letter outlining your relevant experience and why you are suitable for this role.

And send to: recruitment@britishtaekwondo.org

Please be advised, due to the expected high interest in this role, we will only be considering applications from those who have knowledge, qualification of Market Research and Insight projects, including knowledge and experience of Marketing and effective use of Digital & Media platforms, with priority given to those with more than 3 years previous experience of working in the sector.

We will also not accept approaches from, or applications via recruitment agencies.

Closing Date for Applications: 5pm on Friday 16th June 2023

Interviews: W/C 19th June 2023
(Convenient dates to confirm)