**Job Description**

**JOB TITLE: Digital Officer**

**REPORTS TO: Digital Producer**

**RESPONSIBLE FOR: n/a**

**TYPE OF CONTRACT: Permanent**

**HOURS OF WORK:** Such hours as are necessary to fulfil the duties. This will involve a minimum of 35 hours per week and include work in evenings and weekends as required.

**LOCATION:** Hybrid of London office and home based. ParalympicsGB Office:101 New Cavendish Street, W1W 6XH. Travel may also be required in the UK and abroad as necessary.

**JOB PURPOSE:** The Digital Officer will support the Communications team in creating innovative and engaging content and posting to social media channels to tell the story of ParalympicsGB and its athletes. The role will work closely with sports and athletes to facilitate filming opportunities and will assist in the delivery of branded content for commercial partners and key stakeholders.

The Digital Officer will also support programmes of activity which seek to fulfil the organisation’s vision ‘through Sport inspire a better world for disabled people’.

**KEY RESPONSIBILITIES:**

**Content creation**

Develop and oversee production of content in our brand identity including video, graphics and photography for ParalympicsGB social media channels (TikTok, Instagram, Facebook, YouTube).

Plan, shoot, edit, and publish high-quality, platform-specific vertical videos tailored to maximise organic reach and engagement with ParalympicsGB’s priority audiences: Young People, Disabled Community and Potential Allies.

Will also be required to support wider ParalympicsGB staff teams with the production of content for internal use on occasion.

**Social Media Management**

Assist the Digital Producer with the management of ParalympicsGB social media channels and when needed helping to post and schedule content in our tone of voice.

Contribute to monitoring social media channels for real-time trends and content opportunities to shape the team's narrative and engage with priority audience groups.

Keeping up to date and aware of the latest news from sports and athletes.

**Branded content**

Work closely with the commercial team to align partner content with broader campaigns and ParalympicsGB’s content strategy.

**Website**

Contributing to ParalympicsGB digital channels including copywriting, image and video editing including athlete biographies and sport information. Research of athlete personalities and interests to populate future content plans.

**CRM**

Keeping an up-to-date record on the ParalympicsGB CRM system of athlete content appearances and all relevant information.

**Games-time**

Working on location at the heart of the Paralympic Games as part of the communications team to support athletes, team members and media with the delivery of key communications objectives. Will support Content Producer with capturing engaging Games-time content for ParalympicsGB channels.

*This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and may be amended from time to time in the light of the changing needs of the organisation through appropriate processes of consultation and the mutual agreement of both parties.*

*Due to potential engagement with the ParalympicsGB teams at both the Summer and Winter Games, an assessment process may be undertaken to determine whether or not the post-holder requires a DBS Disclosure and Barring Service (DBS) List check.*

**PERSON SPECIFICATION**

|  |
| --- |
| **EXPERIENCE*** Minimum 2 years’ experience producing and publishing content either in-house or developing their own channels

**KNOWLEDGE AND SKILLS****Essential** * Experience shooting with cinema line cameras (Sony, Canon).
* Experience of shooting video through mobile devices
* Proven track record of producing engaging content across multiple digital channels. Please attach viewable link of showreel/previous work examples to application.
* Experience in managing and posting to social media channels for a brand/sports team/recognised personal channel.
* Strong knowledge of video first social platforms and trending content.
* Experience of using Adobe editing software (Premiere Pro, After Effects).
* Strong understanding of editing styles, colour grading etc
* Strong communication skills, developing relationships with sports and athletes
* Ability to work to strict deadlines.
* Experience of organising shoots.

.**Desirable*** A working knowledge of graphic design and photo editing software.
* A knowledge of, and passion for, sport.
* An understanding of ParalympicsGB, its function and role and the environment in which it operates.
* Be able work as part of a team and on your own initiative.
* General knowledge of disability sport.
* A knowledge of paid social media advertisement.

**BEHAVIOURAL COMPETENCIES AND QUALITIES****Communication**: Excellent communication skills with the ability to express message and impart information clearly, concisely, and convincingly to a wide variety of audiences and through a variety of mechanisms, including both verbal and written communication. **Creativity**: The ability to understand a problem or issue, and the factors that influence it, and consider constructive inventive ways in which a solution can be found, and a positive work outcome achieved. The desire constantly to consider ways in which existing practices could be done better and more efficiently. **Organisational Skills**: The ability to plan, organise and execute work programmes, working to tight deadlines and often in a reactive environment.  |

**VALUES**

ParalympicsGB is an organisation with a unique role and key responsibilities within the UK high performance system. Delivery of our ambitions very much relies on both working with, and through others, and by focussing on our two strategic priorities: taking the best prepared team to each summer and winter Games; and inspiring social change.

As an organisation we are committed to three values: excellence, respect, and integrity. Every ParalympicsGB employee is expected to adhere to:

**Excellence**

Everything we do at ParalympicsGB reflects our ambition to be world leading. We care deeply about what we do and bring a flexible, positive, and progressive approach to our interactions with others. Like the athletes that we support, we will always challenge ourselves and others to do better.

**Respect**

Our relationships with each other, our partners and the wider community are based on respect, trust, and a deep-seated belief in diversity, inclusion, and the value of our differences.

**Integrity**

We demand the highest standards from ourselves and others, seeking always to do the right thing and to engage with openness and transparency in all that we do.