

DIGITAL COMMUNICATIONS AND MARKETING ASSISTANT

A unique opportunity to join the marketing team of a world class organisation. Sail Training International is a registered charity established to develop and educate young people through the sail training experience; and the organiser of the world famous Tall Ships Races and Regattas.

JOB DESCRIPTION

We are looking for a graduate who is keen to make their mark in the world of international digital marketing. The position is full time and based at our modern offices in Gosport Marina, Hampshire, UK.

More information about the Tall Ships Races and Regattas can be seen on our customer facing website www.sailonboard.com

PURPOSE OF THE JOB

To provide digital communications, PR and marketing support to deliver our charitable objectives of international friendship and understanding and the development and education of young people through the sail training experience.

MAIN RESPONSIBILITIES

Updating website content

Supporting SEO work, including PPC and link building

Analysis of Google Analytics and Facebook statistics

Media monitoring

Helping to create compelling content

Social media scheduling

Photo editing, uploading, captioning and filing

Database updating and generating queries

Researching facts and figures

Replying to media and public enquiries

Liaising with external agencies and third party suppliers

Contributing ideas to the marketing strategy

ESSENTIAL SKILLS

Degree in relevant subject inc. marketing, media, communications, digital communications at 2:1 or above.

Excellent written and verbal communication skills

Computer skills (MS Word, Excel, PowerPoint, WordPress)

Ability to contribute to a positive, collaborative and mutually supportive team work environment in the office and with STIs wider stakeholder group (particularly including young people, plus volunteers, host cities, vessel operators and sponsors).

Must be available and willing to travel overseas on occasion

DESIRED BUT NOT ESSENTIAL

Work experience – voluntary, internship or paid

Video editing: Premier Pro or Final Cut

Design skills: In Design, Illustrator or Photoshop

Knowledge of Hootsuite

Language skills

Knowledge or experience of sail training

Knowledge, experience or interest in challenging, outdoor adventures

PERSON SPECIFICATION

You are a bright team player with the ability to work under your own initiative, multi-task and organised yourself in a dynamic and collaborative work environment. Full support will be given but you must have a hunger to learn and develop in the role.

REMUNERATION PACKAGE

From £18,000 per annum + contributory pension scheme

Sail Training International is committed to investing in employee career development and performance reviews and ongoing training are central to this.

HOW TO APPLY

Please email your CV and a covering letter giving examples of your relevant skills and current salary (if applicable) to recruitment@sailtraininginternational.org

Deadline: 9am, Monday 18 September