

## JOB DESCRIPTION

**Role:** Digital Manager

**Reports to:** Head of Marketing

**Location:** British Judo Head Office, Great Barr & British Judo Centre of Excellence, Walsall

**Salary:** £28,000-£30,000

## JOB PURPOSE

The successful candidate will be responsible for managing British Judo's digital transformation over the next Olympic cycle and delivery of new and existing digital products. They will be co-managing British Judo's digital strategy and exploring organisation-wide recommendation and actions. They will be expected to contribute towards British Judo's digital channels and supporting with social media planning and management.

## KEY RESPONSIBILITIES

- Development, management and execution of existing and new digital product and content, ensuring these solutions are appropriate for our audience(s), stakeholders and business objectives.
- Continue to develop the digital roadmap which outlines how the wider digital strategy and objectives will be achieved – whilst consistently looking for new ways to refresh.
- Input into and manage the implementation of the data strategy – exploring how CRM implementation and improvements of the current platform can feed into our wider objectives.
- Manage agencies and suppliers to ensure all products and activation are delivered on time and on budget.
- Work with the wider Association to develop and deliver content ideas and digital products.
- Manage the further development and improvements of all BOA websites and products ensuring that the platforms are developed in a coherent way.
- Monitor website performance, navigation, usability, design and stability, implement and integrate developments in line with strategies.
- Responsible for updating the organisation on latest digital trends, best practice in digital development including ensuring that all digital developments make use of industry best practice in design, technology accessibility and functionality.
- Review and renew the focus on club, workforce and sport related content across our digital platforms including website and social media channels.
- Help grow engagement levels across all digital channels by creating content that raises the profile of British Judo.
- Deliver against the 12-month rolling marketing and communications plan.
- Where necessary, represent the communications team at British Judo national events, and produce reports and engaging digital content.
- Carry out other duties that are within the scope, spirit and purpose of the job as requested by the line manager or Senior Leadership Team.
- Supporting social media channels and content production as required

## KEY RELATIONSHIPS

- Work with the Head of Marketing to assist with the delivery of a coherent communications schedule for the organisation.
- Develop good working relationships with key stakeholders within the judo sector and the media.

## GENERAL RESPONSIBILITIES

- To operate in accordance with the Association's policies and procedures, in particular the BJA's Equal Opportunities Policy
- Must positively promote the position of the BJA as the national governing body for Judo at all times
- Must maximise the resources of the BJA at all times.
- Must promote a positive image of the BJA in all dealings with internal and external contacts

## SPECIAL CONDITIONS

- This role requires regular and extensive contact with children and therefore will be subject to the satisfactory completion of a Criminal Records Bureau background check
- The Job Description may be subject to change at any time at the discretion of the British Judo Association and in accordance with business developments. Any changes will be communicated to & consulted with the post holder appropriately.
- The role will include some weekend and evening work so the candidate will need to be flexible around these requirements.

## VALUE & BEHAVIOURS

<i>Excellence</i>	Leads by example always seeking to improve personal performance and finds ways to champion the pursuit of excellence in others.
<i>Integrity</i>	Lives and upholds the highest standards of professionalism and ethics.
<i>Trust</i>	Generates trust in the method, creates an open and honest environment and is highly supportive of others.
<i>Respect</i>	Actively listens to the views and opinions of others and attends to what others need in order to perform.
<i>Unity</i>	Collegiate and collaborative creates shared goals and taps into what motivates those around them.

## DIGITAL MANAGER – PERSON SPECIFICATION

### TECHNICAL/SPECIALIST KNOWLEDGE

	Essential	Desirable
Experience of developing and implementing digital product strategies and roadmaps	X	
Experience of managing a programme of digital work with multiple stakeholders	X	

### EXPERIENCE

	Essential	Desirable
Previous experience in a similar role	X	
A good understanding of producing publications and written materials	X	
Ability to develop effective working relationships with colleagues and stakeholders both internal and external to the BJA.	X	
A good understanding of communications techniques and how to maximise the use of digital and social media platforms	X	
Proven track record of raising an organisation's profile through a wide range of media		X
Understanding of emerging technologies		X
Understanding of the Olympics and a passion for sport		X

### ABILITIES/SKILLS

	Essential	Desirable
Effective communication skills that meet individual stakeholder needs.	X	
Able to adapt style according to the needs of direct reports, other staff and the context.	X	
Able to align own behaviours to BJA values and behaviours	X	
Able to communicate well – both orally and in writing	X	
Able to work on own initiative, problem solving and making sound decisions is essential. The individual should be able to work under pressure by prioritising own workload within timescales	X	
Experience of Adobe Creative Cloud Suite and/or Video Editing software (e.g. Premier Pro)	X	
Ability to absorb and impart factual information to others	X	

Ability to use expertise to make autonomous decisions and identify areas of opportunity to create engaging content	X	
Working with the media		X
Create engaging, proactive and responsive communications through British Judo social media channels	X	
Developing ideas for the annual content plan	X	

## QUALIFICATIONS

	<b>Essential</b>	<b>Desirable</b>
Degree level in a relevant area (Media, communications, public relations)		X
Driving Licence	X	