



<u>JOB DESCRIPTION</u>	
Job Title	Digital Content Manager
Reports to	Digital Delivery Programme Manager
Scope of Role	
Business Area Marketing & Communications	Key departments/areas of responsibility Marketing and Communications Commonwealth Games Associations (CGAs) Host Organising Committees (OCs)
Job Dimensions	
Financial	Non-Financial
None	Cross-function responsibility
Overall Job Purpose	
<p>This role is responsible for devising and delivering the Commonwealth Games Federation’s (CGF) digital content plan across social media channels, website and CRM.</p> <p>The focus of this role will be to realise the CGF’s marketing and communications plan by developing and delivering creative and compelling content across all Commonwealth Sport digital channels, including:</p> <ul style="list-style-type: none"> - developing content and channel plan, targeting multiple audiences - creating engaging, strategic, and fun content - enhancing Commonwealth Sport's social media presence; driving interaction and engagement - promoting brand-focused interactive and engaging content and expanding revenue opportunities - liaising with the CGF's constituent parties (such as CGAs) to promote engaging, creative global campaigns and stories which build awareness of the Commonwealth Sport Movement, its vision and its ambitions - overseeing the CGF website, developing content and ensuring it is up-to-date and engaging - supporting development of CRM strategy and its implementation, including creation of e-newsletters - identifying and liaising with digital or creative agencies to support the content strategy - advising, guiding, supporting and working as an integrated member of 'one team' alongside Commonwealth Games OCs - managing digital content budget 	



The post holder is also expected to access the latest trends and developments in digital media to ensure that the CGF maintains a radical and fresh digital content strategy and delivery approach. CGAs should also be supported in this area.

This role will integrate with OCs' digital and social media teams to align on campaigns and enhance/augment specific OC priorities when required (such as mascot launch, QBR, Games Time proactive and reactive messaging).

Accountabilities/Responsibilities

Direct Reports: 1

- Work with the CGF Marketing and Communications Director, Digital Delivery Programme Manager and OC Digital and Communications teams to develop and deliver CGF content plan and channel strategy, and regular "365" content planning. Content will include short form and long-form text, video and photography.
- Grow Commonwealth Sport global fan base and maintain an engaged, loyal community.
- Oversee Commonwealth Sport social channels, growing and expanding presence.
- Deliver exciting, world-class social media campaigns and strategies, including budget planning, content ideation, and implementation schedules.
- Develop and deliver the digital content plan for Games.
- Ensure brand consistency across all content and work with CGF Marketing and Communications Director and Digital Delivery Programme Manager to develop the Commonwealth Sport social media 'tone of voice' and profile.
- Lead on all b2c and b2b enquiries that come through digital channels.
- Oversee use of social command centre, social media monitoring etc. Working with OCs to maximise opportunities across all channels.
- Develop and use analytical tools to ensure the ongoing development, refinement and impact of Commonwealth Sport channels.
- Manage the CGF website, planning and delivering meaningful, engaging content, e.g. enlisting a suite of global content contributors to deliver regular insights. Ensure website is always relevant and up to date.
- Plan, create and coordinate regular e-newsletters to defined, segmented audiences.
- Coordinate and manage videographers and other agencies to create content, amplifying messages and stories based on digital strategy and plans.
- Support and liaise with all stakeholders to develop and manage complementary content.
- Work collectively as one team with all OCs to create one set of agreed approval processes and Commonwealth Sport digital policies and procedures.
- Provide wider support to the CGF Marketing and Communications team, as required.
- Research and monitor activity of competitors and review continual innovation opportunities.

Key Interfaces (please detail purpose and level of contact)

Internal	External
Marketing and Communications Team SLT	Commonwealth Games Associations Commonwealth Games Organising Committees Commonwealth Youth Games Organising Committees Host City, Sponsors and Partners CGFP Agencies



Competence / Knowledge / Skills required

Experience

- Proven experience in digital media for a major sport/or in a major sport/multi-sport event environment
- Experience with all digital media channels
- Experience of using a variety of creative application systems, as well as CMS and CRM systems
- Experience of working with brands to develop their online social media footprint
- Experience working in complex, multi-stakeholder environments
- An understanding/experience of media relations, wider marketing is desirable

Skills/Knowledge

- Relevant tertiary Qualifications, ideally in Digital Media (Bachelor's degree or equivalent). Or relevant experience.
- A strong, creative communicator who is ambitious and keen to deliver new, innovative content ideas
- Skilled at both the planning and delivery of digital content
- Strategic planner with good analytical and problem-solving skills
- Ability to manage both proactive and reactive digital campaigns
- Proven ability to be creative and innovative
- Ability to work in a fast-paced environment, on multiple tasks
- Sets and achieves the highest standards
- Embraces and absorbs new information easily
- Proven attention to detail and time management skills
- Strong communicator with excellent written and presentation skills
- Excellent interpersonal and negotiation skills, with the ability to influence others, bring people together and manage relationships - enjoys working in a team

Behaviours

- Flexible, agile and adaptable
- Diplomatic, embraces diversity, displays respect and loyalty to colleagues, the organisation and partners
- Good team player, committed, enthusiastic, and motivated
- Passionate about Sport and the development of the Commonwealth Sport Movement
- Acts with integrity, commitment and resilience. Utilises initiative to find solutions to deliver excellent results
- Professional, polite, calm and approachable