

# Vinco Sport Ltd.

## Job Description and Person Specification

- Job Role:** Digital Media & Marketing Officer
- Salary:** Hourly contract to be negotiated with a view to a longer term contract in due course. Seasonal shift in working hours expected with a higher volume of hours required during January - March and May - September than in other months.
- Office Base:** Unit 159, 15 Pollard East Street, Manchester, M40 7SL
- Reports to:** Operations Manager and Managing Director
- Location:** Manchester Based but work from home initially with opportunities to travel domestically and internationally.

### Summary

The Digital Media & Marketing Officer's primary responsibilities will be to:

- Drive organic traffic, social engagement and content production across all associated social channels for both our own outlets and client properties.
- Drive engagement and followers on social media accounts.
- Leverage content marketing and social media to drive traffic to online coverage of events.
- Community management efforts that nurture a positive online reputation.
- Event day coverage through supporting on-site teams with the creation and scheduling of graphics and live coverage of the event on social media.
- Basic website management using the Wordpress CMS.

You may also be required to:

- Be client-facing at events.
- Assist in the rig and de-rig of events.
- Video and photography editing.
- Studio work.
- Transportation of kit to events.

Strong knowledge of all social media mediums? Creative and organised? Passionate about current content and social media trends? This is the role for you!

### Person Specification: Digital Media & Marketing Officer

Competency	Essential	Desirable
<b>Educational, Technical, Professional Qualifications and Relevant Work Experience</b>	<ul style="list-style-type: none"> <li>● 1+ years of content marketing, social media or PR experience.</li> <li>● <b>OR</b> Bachelor’s Degree and/or equivalent experience in Journalism, Marketing, Communications, Advertising or related field.</li> <li>● Experience of creating and implementing a social media strategy.</li> <li>● Experience with Facebook, Twitter, Instagram, YouTube and TikTok.</li> <li>● Experience with social media management tool(s) and a recommendation on what to use.</li> <li>● Experience of using the Wordpress CMS.</li> </ul>	<ul style="list-style-type: none"> <li>● Live sport broadcast experience.</li> <li>● Photography, graphic design or video editing experience.</li> <li>● Good working knowledge of track and field at both grassroots and the global stage.</li> </ul>
<b>Knowledge, Skills and Abilities</b>	<ul style="list-style-type: none"> <li>● Mastery of all social media platforms and tools including Facebook,, Twitter, Instagram, YouTube and TikTok.</li> <li>● Basic Photoshop skills.</li> <li>● Basic video and photo editing.</li> <li>● Working with outside vendors and holding them accountable to agreed upon deliverables.</li> <li>● Strong writing and proofreading ability that ensures proper tone of voice, grammar and punctuation.</li> <li>● Ability to build meaningful relationships that add to the company culture and drive forward business objectives.</li> <li>● Communication skills.</li> </ul>	<ul style="list-style-type: none"> <li>● Good photography and videography skills.</li> <li>● Proficiency in Final Cut Pro X.</li> <li>● Understanding of how to use MailChimp.</li> <li>● Understanding of scheduling and posting tools such as Creator Studio, Twitter Ads Composer, YouTube Studio, Buffer, etc.</li> <li>● Writing ability in French and Spanish or fluent.</li> <li>● Knowledge of streaming technologies such as RTMP and SRT.</li> <li>● Be familiar with all elements of live TV production, its processes, inputs and crewing.</li> </ul>

	<ul style="list-style-type: none"> <li>• Time management, planning &amp; organisational skills.</li> <li>• Strong writing and grammar abilities.</li> <li>• Excellent English.</li> <li>• Proactively keep up to date with new social media technologies and content trends.</li> <li>• Content calendar creation, organisation and management.</li> <li>• Identifying good content.</li> <li>• Understanding of social media trends.</li> <li>• An understanding of how Wordpress works.</li> </ul>	
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• A solutions-oriented mindset.</li> <li>• Self motivating and friendly.</li> <li>• Passionate about current trends and emerging innovation.</li> <li>• Prepared to innovate and experiment with ideas.</li> <li>• Capacity to multitask and think on your feet.</li> <li>• Flexibility, creativity, dedication and drive.</li> <li>• Be well prepared and great attention to detail.</li> <li>• Eager to learn on the job.</li> <li>• Basic knowledge of athletics.</li> <li>• Willingness to bring new ideas to the team and challenge the status quo.</li> <li>• Passion to produce top-notch social content.</li> </ul>	<ul style="list-style-type: none"> <li>• A keen interest in athletics</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Driving Licence</li> </ul>	

**As a Digital Media & Marketing Officer you may need to:**

- Research, develop, implement and manage our content marketing strategy including website, Facebook, Twitter, Instagram, YouTube and TikTok.
- Generate, edit, publish and share content that drives traffic to our online properties and generates engagements and followers on social media.
- Maintain our website and make alterations to client websites through the Wordpress CMS.
- Provide support to our clients to assist in their campaigns.
- Work with outside vendors where required to create extraordinary content.
- Provide event-based content to cover sporting events.
- Identify target audiences and content distribution strategies that maximise visibility and engagement.
- Create, organise and manage an effective content calendar.
- Build, communicate and document objectives and success metrics for all channels (e.g. engagement, views, traffic, etc.)
- Make use of our mailing list to engage with our audience and grow our distribution network.
- Develop and maintain a website post creation and publishing strategy.
- Manage daily social posts, brand conversations and community/reputation management.
- Be a thought leader with social media best practises, trends and technologies.
- Utilise social listening to identify common trends and patterns to be used to improve our business.
- Work alongside our Managing Director, Operations Manager, Broadcast Engineer and a team of freelancers and volunteers to build our own online properties as well as our clients.
- Willingness to adapt and help the team in other areas when required.

**Part of the role involves interacting and maintaining good working relationships with other members of the team and public when liaising over content, including the:**

- Production crew - Broadcast Engineer, Operations Manager, Stream Manager, Content Generators, Producer, Graphics Operator, Director, Editor, Runners.
- Clients
- Athletes
- Volunteers

The Digital Media & Marketing Officer is responsible for driving organic traffic, social engagement and content production across all associated social channels. Therefore strong knowledge of social media, a creative and positive outset, along with great organisational skills is essential in this role. They will also be involved in liaising with clients and so representing one's self and Vinco, in a professional, friendly and presentable manner at all times, is vital.

At Vinco, we are looking for individuals who may not necessarily have all the relevant experience & skills but someone who is hard-working, enthusiastic and willing to learn. We want to take on someone who is passionate and trustworthy, with the aim to develop them in their career progression and goals.

## How to apply

To apply for the role, please contact [jobs@vincosport.com](mailto:jobs@vincosport.com) with a copy of your CV and a covering letter stating why you are interested in applying and should be considered for the job.

Successful applicants will then be asked to interview via video call.

## About Vinco

'Vinco' was started by Matthew Quine in 2010, first as an athlete agency helping competitors gain entry into events around Europe. When injuries stopped him from competing, Matthew took his passion for photography and videography, and slowly developed a website to show his training partners their performances.

Interest in the website grew and Michael Corden invested in 2012, with the company formally becoming Vinco Sport Ltd in 2013.

Over time, the website, range of services and skills have grown. Today Vinco provides not only a website where athletes, parents and fans can watch grassroots and elite level sports, but also provides media management, production, broadcast distribution, videography and photography to a range of clients at the highest level.

We have a proven track record of helping people gain valuable experience, with some 'alumni' now working for World Athletics, BBC Sport, UK Athletics, Sky Sports and running their own streaming business.

Website: [www.vincosport.com](http://www.vincosport.com)

## Who we work with

In recent years, we have worked with a range of clients and partners, including but not limited to:

- Wanda Diamond League
- World Athletics
- Eurovision News
- UK Athletics
- England Athletics
- scottishathletics
- Welsh Athletics
- The English Schools Athletics Association
- British Milers Club
- National Athletics League
- Cheersmate Productions
- The Livestreaming Company

## Team

We have a brilliant team all based across the county (and even abroad) with a wide range of diverse skills and backgrounds. We strive to work in a fun and friendly environment, where no question is too silly and encourage you to ask questions. What's the point in working when you're not having fun or too scared to ask!

- Matthew Quine - Managing Director and Co-owner - Manchester
- Michael Corden - Co-Owner - Sheffield
  
- Grace Binnie - Operations Manager - Glasgow
  
- Liam Blackwell - Steam Manager & Video Editor - Birmingham
- Chiara Montesano - Graphics & Content Producer - Milan
- Josh Allen - Producer - Sheffield
- Zac Barnsley - Video Editor - Manchester

## Approach

We offer clients a wide range of services including, but not limited to:

- Broadcast production (on-site and remote)
- Broadcast distribution
- Videography
- Photography
- Social media strategy
- Media management
- Website development and design
- Podcast production

We always hold ourselves accountable, friendly and professional when on the job.