

## JOB DESCRIPTION

Job Title: **SOCIAL, CONTENT & DIGITAL MARKETING MANAGER**  
Line Managers: **ACCOUNT DIRECTOR**  
Location: **BATTERSEA, LONDON**

### SCOPE

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Professional Sports Group (PSG) is one of the leading sports marketing companies in Europe and the Middle East. We know sport. We know how it inspires passion, influences change, engages nations and wins business.

We have a requirement for an experienced Social, Content & Digital Marketing Manager to work in a fast-paced environment across digital marketing, social media, video production and content campaigns and strategies for our existing clients as well as help shape a new content-focussed arm of the agency to attract new business. You will be responsible for the day-to-day management and delivery of social media content as well as video production, content creation and strategy for PSG's owned events and clients.

All our staff are can-do PSG people, who believe in our business and go the extra mile for our clients. Our talent defines our business and we are committed to developing each employee to be the best they can be – and to make sure that they and our clients enjoy the journey.

Our clients include sports brands, rights holders and events across cycling, golf, rowing, rugby, running, swimming and the world of sport.

If you want to work alongside the most driven, fun and energetic people in the sports business - and work with the best brands, sports bodies, events and athletes - then this role may be for you.

### JOB PURPOSE

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Responsible for digital marketing, social media, video production, content campaigns and strategies for our existing clients as well as help shape a new content-focussed arm of the agency to attract new business.

- Management and execution of engaging digital marketing and social campaigns across all major platforms and to be pro-active about content creation ideas across all clients and owned events to deliver on pre-agreed KPIs to drive followers, reach, engagement, data capture, click-throughs and conversions
- Lead on video production campaigns for all clients and owned events including hands-on videography and editing alongside a Creative Executive
- Lead on digital marketing and content strategy, planning and execution alongside the Account Director for all clients and owned events
- Manage paid and organic digital acquisition strategies across Facebook, Instagram, twitter and search for clients and owned events including audience/demographic targeting and analysing campaign performance to achieve set objectives
- Measure and report on organic and paid performance of all social media campaigns and channels for all clients and owned events with demonstration of ROI

- Support the team with website content management and copywriting for digital platforms where required
- Support with digital creative asset creation using appropriate graphic design software

#### **EXPERIENCE & SKILLS REQUIREMENTS**

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- University degree or equivalent qualification or work experience
- Excellent understanding of digital marketing concepts, best practices, upcoming trends and several years' experience working in a relevant digital, social or content team or environment
- Video production skills including videography and editing using software such as Adobe Premiere Pro or Adobe After Effects is essential
- Experience of writing and sub editing engaging social media posts and managing planned social media content calendars across Facebook, Instagram and twitter is essential
- Experience using social media tools such as HootSuite, Buffer or equivalent and social media analytics is essential
- Basic graphic design skills using software such as Adobe Photoshop to create graphics and assets for social media is desirable
- Experience of managing paid social media campaigns across Facebook, Instagram and twitter managing a budget and optimising spend to achieve appropriate reach, follower, CTR or conversion targets is desirable
- Experience of managing website content, writing website copy and working knowledge of web analytics tools such as Google Analytics is desirable
- Experience of best practice SEO techniques and managing PPC Google Adwords campaigns is desirable
- Excellent communication, interpersonal and presentation skills both verbally and in writing (Proficient in Microsoft Word, Excel and Powerpoint)
- Experience with client or account management and in client meetings/workshops including preparation and presentation is desirable
- Ability to work under pressure to tight deadlines and to prioritise workload and time effectively
- Analytical mind-set and critical thinking with sound judgement and decision-making skills
- Ability to work as a self-starter with minimal supervision whilst also being a team player, fostering strong working relationships across all aspects of the company and clients where relevant
- Ability to flexible and adaptable
- Experience working within an agency or in/with sports clubs, teams, governing bodies, brands or athletes is desirable
- A passion about sports is desirable
- UK and international travel is required for certain projects and events

**START DATE** - ASAP

**SALARY** – on application

To apply please send your CV and a covering letter to Carol Rothwell ([carol@profsports.com](mailto:carol@profsports.com))