

Job Title:	Content Co-Ordinator
Department:	Commercial
Reporting To:	Content Manager
Hours:	35 hours, Mon – Fri – 9 a.m. to 5 p.m.
Location:	St Andrews
Contract:	Full time – Permanent

Job Purpose

The R&A, which runs The Open and AIG Women's British Open and governs the sport of golf worldwide with the USGA, is looking for a Content Co-Ordinator. The successful candidate will join an expanding team in a progressive, world class organisation. You will support the marketing and content functions through editorial content creation, and day to day management of digital channels including social media.

- Be the principal owner of editorial content for TheOpen.com & AIG Women's British Open website
- Use CMS to update, develop and create web pages to fulfil the business needs
- Day to day management and sign-off of social media content

Experience of working on website CMS is essential and a strong knowledge of golf is highly desirable.

Job Description

ROLE AND RESPONSIBILITIES

Core Responsibilities

- Assist the Content Marketing Manager to manage planning, production, publishing, packaging and promotion of key content
- Working as part of the marketing team to deliver editorial content to support ticketing, hospitality, retail, membership & sponsorship
- Delivery of brand and commercial campaigns through content deployment on digital channels
- Lead on the day to day management and planning of content for TheOpen.com and The AIG Women's British Open website, acting as the editor for both sites.
- Preparing the sites for in event including creating course guides, player profiles, tee times and leader boards
- Lead on the management of in-event websites to ensure the site is optimised to tell the story of our major Championships as they unfold.
- Day to day management and content planning for social media, working with the internal team and external agencies.
- Ensure our owned channels are the first to break Championship news and information
- Be across developing trends and golf news to work with the team and agencies to create reactive content
- Support on creation of customer communication and information
- Work with international content partners before and during events
- First point of sign-off for external editorial content and syndication
- Lead on regional and final qualifying coverage for professional Championships
- Review and learn from the performance of content across The Open's digital channels and make recommendations to improve output on an on-going basis.

Personal Qualities

- A passion for content and social media
- A passion for golf and a strong working knowledge of the sport.
- Self-motivated, proactive and willing to work independently or as part of a team.
- Strong planning and organisational skills
- The ability to multitask and work to deadlines
- Comfortable working with people across other departments at all levels
- Flexibility to work from Championship locations, occasional weekends and overseas when required.
- Ability to work in event at The Open and AIG Women's British Open

QUALIFICATIONS AND EXPERTISE

- Minimum 2 years' experience working on digital content channels
- Strong knowledge of website CMS
- Basic knowledge of SEO
- Experience working with Google Analytics
- Good knowledge of social media management, trends & best practice use of platforms
- Experience working on sporting events is beneficial.
- Experience of working on marketing projects or as part of a marketing team would be beneficial.
- Basic video editing and production skills beneficial
- Basic Photoshop skills

To apply for this vacancy, please send your c.v. and covering letter, stating your salary expectations to Susie Crocker on recruitment@randa.org by the closing date of midday on Friday 24th January 2020.

How your information will be used

In order to progress your application, for administrative purposes, The R&A will record, keep, and hold the personal data which you have provided in this application stored in our Human Resources files. Your data will not be transferred to any third parties outside of The R&A group companies. If your application is successful, The R&A will hold this data as part of your employee record which will be stored on the basis of our Privacy Policy. In the event that your application is unsuccessful, we will hold the application form and the data contained for three months in case of a future vacancy which we may invite you to apply for, following which we will delete it.

If you have any questions about The R&A's use of your data, please contact us.

This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.