

Digital Marketing and Communications Assistant - Placement Vacancy

Company Name	Supporting Champions (Simply Said Ltd)
Company Description	<p>Who we are: We're a performance development company, set up to support and champion people and their teams to make sense of their ever uncertain and complex world, to enable people to thrive. We're about creating 'smart high-performance' for purposeful, passionate and progressive people.</p> <p>We know that when people are chasing performance they need someone who's been there and done it with the best, to help prioritise, develop potential, culture their team so that they can focus with more confidence and harness how they work to give more return from a smarter collective effort. We specialise in the performance of humans with experience of working at the top end of elite high-performance sport working with 1000s of athletes of which over 200 have gone on to achieve World or Olympic success. We've worked with a range of businesses from print and broadcast journalism, accounting, retail, law and many others to develop their people. And in education, working with schools, universities to equip teachers and students to better equip themselves for the challenges ahead.</p> <p>Who we are and what we do</p> <ul style="list-style-type: none"> - We're a start-up company specialising in performance development - We still work with athletes and coaches - We've learnt many lessons from having created and sustained high performance in sport (Olympic for 20 years), business (such as ambulance workers, special air services, journalism) and education - that we are applying to the wider world - We provide mainly through speeches, workshops, online content and consultancy - We are Steve and Rachel Ingham with a band of associates that we bring in, based on the need - Some of our clients can be seen at the bottom of our homepage, www.supportingchampions.co.uk <p>The challenge ahead</p> <p>We have a company purpose to help people to utilise 'the science and art of optimising performance', but our overarching mission is to do so to improve how we are solving some of the crucial problems people face. This could be collaboration, decision making, risk taking, driving for performance, but eventually we want to scale to an <i>en masse</i> expertise platform. In the short term we are aiming to develop a shift in mind-set in how people approach their work and lives. We are doing so through developing high-value content, to create a positive brand and awareness of what we do.</p> <p>This is where we need you. We need support in shaping, structuring, developing, understanding and sharing this content. We need people who are quick thinking, creative, articulate while also being comfortable with technology, able to learn quickly and develop new skills. You'll be supported and challenged, mentored and stretched, all while engaging with some of the most experienced deliverers and leaders in performance. If that isn't enough you'll also get to work at and experience the Supporting Champions Conference – the only performance focussed conference in the world.</p>
Contact Name	Dr Steve Ingham
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Vacancy title	<i>Digital Marketing and Communications Assistant</i>
Closing Date	31 st March 2020
Start Date	<i>May or September 2020</i>
Type of Opportunity	<i>Placement Internship or Volunteer</i>
Length of contract	6 months in first instance, with possible extension for further 3 months
Job Description	<p>At Supporting Champions we're galvanising a generation of professionals to seek out and master a better way of working, living and progressing.</p> <p>We have a need to advance our digital marketing strategy. We are focusing on developing content marketing. We would like some bright young minds to provide specific project based input to help us;</p> <p>Responsibilities</p> <ul style="list-style-type: none"> • Underpin Supporting Champions content and systems with fundamental data about the needs of the user experience (e.g. use of terms, thematic analysis, search engine optimisation) • Create user funnels for clients/subscribers through an improved web infrastructure • Management and development of content/digital marketing system • Analytics management • Media editing and social media management • CRM and user experience • Potential for sales and client database curation <p>NB. The above list of roles is dependent upon experience and capability</p> <p>Benefits</p> <ul style="list-style-type: none"> • Focused opportunity to work on an impactful performance development content • Engagement as part of Supporting Champions team • Mentoring and industry advice from Steve Ingham <p><i>The appointed candidate will be required to provide their own IT facilities, phone and transport. The role will involve remote working and the occasional travel for meetings.</i></p>
Person Specification (Essential)	<ul style="list-style-type: none"> • Analytical skills: You need to be able to profile our users and clients through coherent data analysis, thematic analysis and tagging • Editing and writing skills: You need to devise and edit content for various digital platforms. • Marketing skills: You need to be able to develop and design branding and brand development and be able to work with online-marketing systems • Speaking skills: You will need to be able to explain coherently to others (internally and externally), what our company is, what we do, why we exist and what we have to offer, in addition to discussing how digital technologies work and what marketing is • Project management skills: You need to be good at handling time-sensitive projects and working to deadlines <p>To embody what Supporting Champions endeavours to develop, you need to have;</p> <ul style="list-style-type: none"> • High level inter-personal skills • Personal commitment to continuous personal professional development • Team working skills

	<ul style="list-style-type: none"> • Open mindedness with a view to adopting new practices • High motivation with a passion for high performance sport • Personal integrity and the ability to invoke trust and respect from others
Location	Remote working, base near Loughborough or Nottingham would be advantageous
Salary	<i>Placement Internship and Volunteer, unpaid</i>
No of posts	1
How to apply	<i>CV and covering letter is required, outlining your experience and abilities A 5 minute video pitch of who you are, why you think you are the ideal candidate from both a technical and personal point of view</i>

Please email to: enquiries@supportingchampions.co.uk