



the home of golf®

### Job Description

Job Title: Content Creator	Duration of Post: Perm
Reporting to: Communications and Marketing Manager	Working Hours: Typically Mon-Friday office hours but with requirement to work outside of these hours (weekends etc)
	Start Date: TBC

### Main Purpose of Role

The objective of this role is to create engaging copy and content for St Andrews Links, the Home of Golf, so as to drive engagement and growth over various social media platforms, website, etc. The copy and content created will be fresh and creative, with a tone that matches St Andrews Links values and style.

### Key Duties and Responsibilities

#### Key Responsibilities

- Creating fresh and engaging copy and content on a daily basis for various platforms
- Managing a community of Ticketholders, visitors and fans to ensure every conversation with followers is meaningful
- Strong copywriting experience, you are passionate about writing engaging copy to drive growth
- Focus on building out new audience opportunities
- Optimising content delivery for maximum organic or paid reach
- Ensure digital content strategy is scheduled and delivered
- All of the above while keeping a consistent brand tone and being aligned with the brand guidelines
- A strong passion for golf

### Person Specification



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This section details the attributes e.g. skills, knowledge/qualifications and competencies which are required in order to undertake the full remit of this post.

Attributes	Essential	Desirable	Means of Assessment
Education & Qualifications	Energy, enthusiasm and proven experience in producing digital content and digital best practice, preferably with a membership organisation	Relevant digital marketing qualification and/or training.	
Experience & Knowledge	<p>Knowledge and experience of running digital marketing campaigns</p> <p>Strong creative skills and a keen eye for detail</p> <p>Experience using web content management systems</p> <p>Experience developing and managing social media campaigns across channels such as Twitter, Facebook, LinkedIn and Instagram</p> <p>Experience of photography and creating/editing images, using packages such as Adobe Photoshop</p> <p>Experience of video production</p>	<p>An understanding of or experience in developing email marketing campaigns, using web-based solutions.</p> <p>Experience of working with CRM systems, for example Microsoft Dynamics 365.</p> <p>Experience of using SharePoint.</p> <p>An understanding and knowledge of SEO.</p>	
Competencies & Skills	<p>Exceptional organisational and time management skills with the ability to prioritise and structure work schedules</p> <p>Good written and oral communication skills</p> <p>Good proof-reading skills</p> <p>Excellent attention to detail.</p>		
Other Attributes/Abilities	Able to deliver a range of concurrent projects, on-time and to budget.		



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**Essential Criteria** – requirements without which a candidate would not be able to undertake the full remit of the role. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the short listing stage.

**Desirable Criteria** – requirements which would be useful for the candidate to hold. When short listing, these criteria will be considered when more than one applicant meets the essential requirements.

#### **Obligations as an Employee**

- You have a duty to carry out your work in a safe manner in order not to endanger yourself or anyone else by your acts or omissions.
- You are required to comply with the Trust's health and safety policy as it relates to your work activities, and to take appropriate action in case of an emergency.
- You are responsible for applying the Trust's equality and diversity policies and principles in your own area of responsibility and in your general conduct.
- You have a responsibility to promote high levels of customer service within your own area of work.
- You should be adaptable to change, and be willing to acquire new skills and knowledge as applicable to the needs of the role.
- You may, with reasonable notice, be required to work within other areas of the Trust.
- You have the responsibility to engage with the Trust's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.