



LONDON SPORT JOB DESCRIPTION

Job Title:	Digital Marketing Lead (Behaviour Change)
Salary:	Tier 3
Contract type:	Permanent
Hours of work:	Full time, 35 hour week and may include some evening times and weekend working as required
Reporting to:	Commercial Director

Purposes of the post:

1. Lead on developing a strategy on how to communicate, via digital channels, to change Londoners' behaviour, applied to getting people to be more physically active. Working closely with the London Sport Insight Team to achieve this
2. Design and implement consumer-facing campaigns and partnerships to inspire Londoners to lead more physically active lives
3. Work with partners, ranging from commercials to grassroots sport clubs, Local Authorities and National Governing Bodies of Sport, to develop and share best-practice around marketing sport to Londoners of all backgrounds, ages and abilities
4. Utilise digital communications channels to reach, influence and engage Londoners and inspire interest in physical activity and sport in the capital
5. Deliver online and offline marketing activities to develop a CRM database of physically active Londoners
6. Support the Commercial Director in attracting sponsorship and commercial investment through innovative campaigning and development of marketing databases

KEY DELIVERABLES

1. Work closely with a CRM Agency to understand the most effective way to start to collecting data of Londoners taking part in physical activity. To be achieved through London Sport's Partners and existing London Sport digital platforms.
2. Identify key segmentation of the London population with a view to improving the effectiveness of London Sport and the sector's B2C marketing of participation opportunities.
3. Identify and provide a segmentation of the physical activity participants throughout London.
4. To support and implement the planning, creation and execution of all digital marketing activities (to include Consumer Campaigns), providing strong analytical evidence throughout the duration of each activity. As part of this support reporting progress and outcomes using Google Analytics and similar programs will be required.
5. To support the production and publishing of content across London Sport's digital channels, ensuring that, where relevant, they are underpinned by robust behaviour change principles based on the latest insights.
6. Work closely with the London Sport's Insight Team to develop an understanding of the best way of reaching and communicating with Londoners to change their behaviour.
7. To continually seek best practice and strive to identify and implement service improvement.
8. To ensure self-development of competencies, skills and knowledge as required by the role.
9. To carry out duties and responsibilities of the post always in compliance with London Sport's policies.
10. To undertake any other duties deemed relevant by the Commercial Director and the Senior Management Team.

Location

The role will be located primarily in the London Sport office in central London but travel to attend meetings and carry out other work-related duties will be required across the whole of London and occasionally beyond.



LONDON SPORT PERSON SPECIFICATION

ESSENTIAL CRITERIA

- Extensive digital marketing experience in a B2C environment and experience in managing multi-channel marketing campaigns.
- An understanding of the latest insight and development's in behaviour change based marketing, and proven experience of putting this knowledge into practice when creating campaigns, content and strategy.
- Evidence of experience in working in teams to offer creative solutions to strategic and operational challenges through digital marketing and communications.
- Proven experience in developing colleagues' and volunteers' understanding of, and ability to develop and deliver, digital marketing plans, underpinned by robust behaviour change principles.
- Ability to use a range of content management systems, such as Prismic, Wordpress and Wagtail.
- In-depth knowledge of digital production processes and agency/supplier management.
- Ability to demonstrate a practical commitment to the Values and Behaviours of London Sport.
- Ability to work under pressure and adopt a flexible approach to working methods.
- Good working knowledge of IT & Microsoft packages.
- Ability to demonstrate an understanding of equality, diversity and safeguarding and its practical application.
- A commitment to personal development.

DESIRABLE CRITERIA

- Experience of working in or with a digital agency.

